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ORGANISING

EXHIBITIONS

in RURAL AREAS

S. E. 118

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MINISTER
COMMUNITY DEVELOPMENT
AND CO-OPERATION
INDIA

NEW DELHI, July 4, 1963

FOREWORD

This is the revised second edition of "Organising Exhibitions in rural areas". Sehgal has excelled himself in this omnibus volume. This should come even more handy to the professional man.

Decoration, within the home and without, used once to be the integral feature of our life. This could be done with dignity and taste at little cost. This book should help the layman to help himself in the art again.

Sehgal deserves warm congratulations.

S. K. Dey

INTRODUCTION

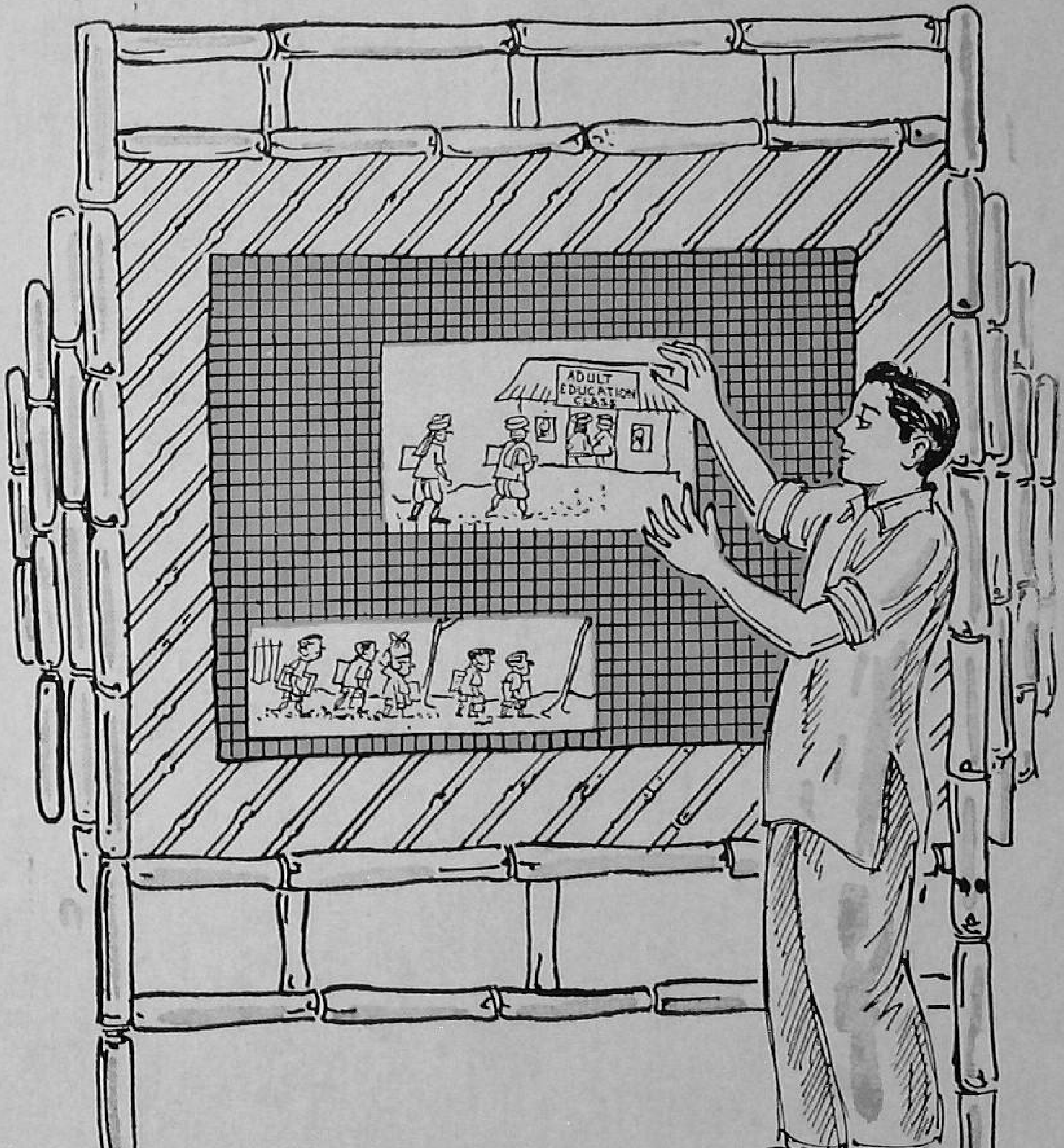
Arrangement of exhibitions in rural areas has always posed many problems. Visual aid materials for publicity and for giving knowledge and guidance to the villagers regarding certain programmes and drives, conducted by the development departments, are often displayed haphazardly. Most of the time the functionaries of the Development Departments depend on machine-made goods and hardly employ any of the indigenous materials which can be equally useful for the same purpose. For example, plywood, cellotax boards, hard boards, metallic stands, carpentered wooden stands, etc. can easily be replaced with indigenous materials like bamboo, newars, 'sutli', 'rassi', 'chatai', 'charpai', 'kanas', etc. to name a few. Many more indigenous materials available in rural areas can thus be utilised on the initiative of the organisers.

In this pamphlet an attempt has been made to give a direction to the use of such indigenous materials which can be useful in the arrangement of exhibitions or display of posters, charts, handicrafts of various kinds, etc. Suggestions in putting up various types of decorations at the exhibition places, indoor and outdoor, with locally available materials like pitchers, mats, etc. have also been given. At the village fairs, 'melas', Kavi Sammelans, and so on, decorated entry gates purely of indigenous materials may be put to add colour and charm to the functions and surroundings. We have also attempted to give a few hints on how to decorate the rural stage.

It is hoped that the village functionaries will think on the lines suggested in the following pages and thus use the local materials and talents which will make their work more rewarding for the rural community and surroundings.

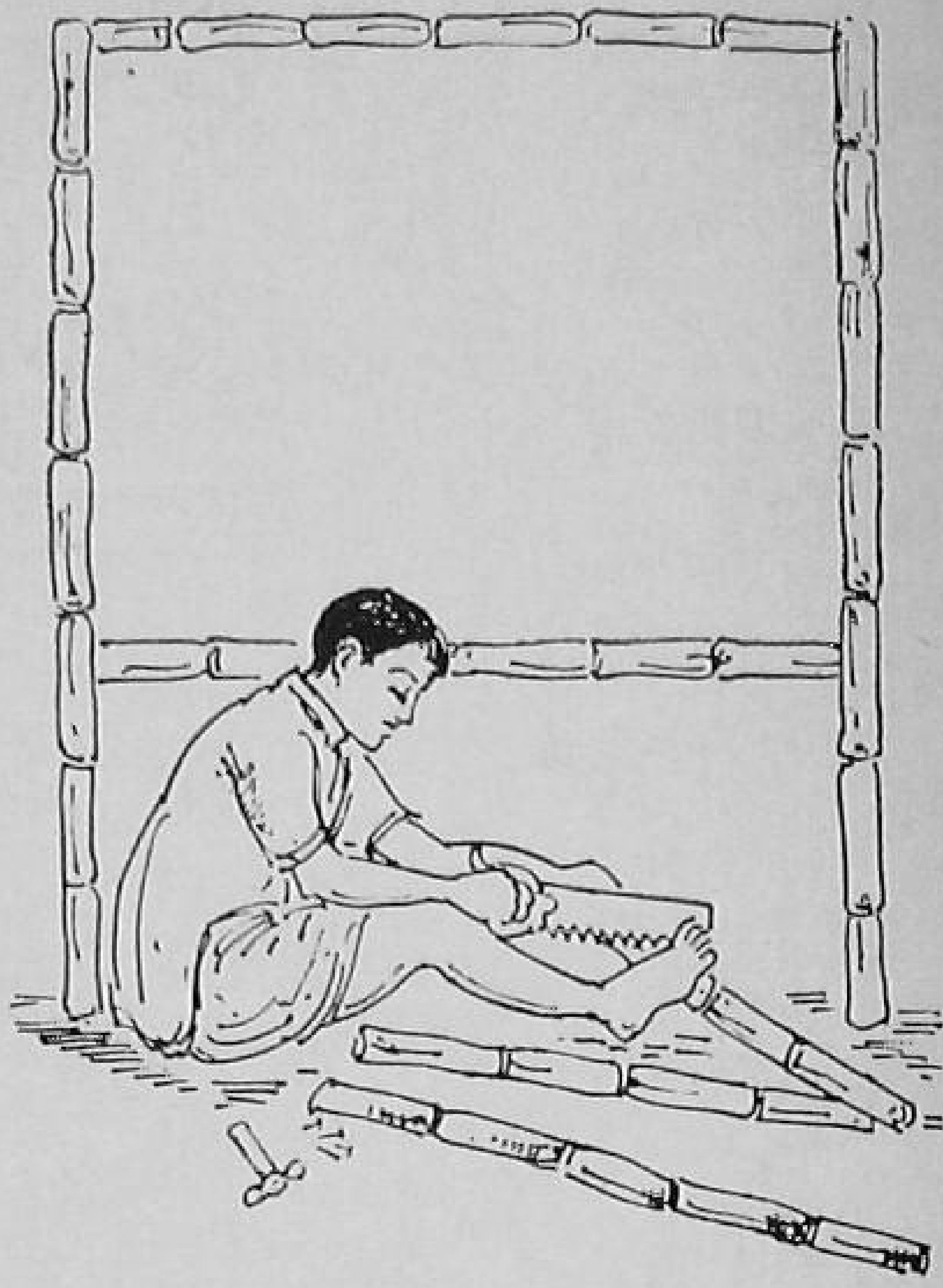
Amar Nath Sehgal
Art Consultant

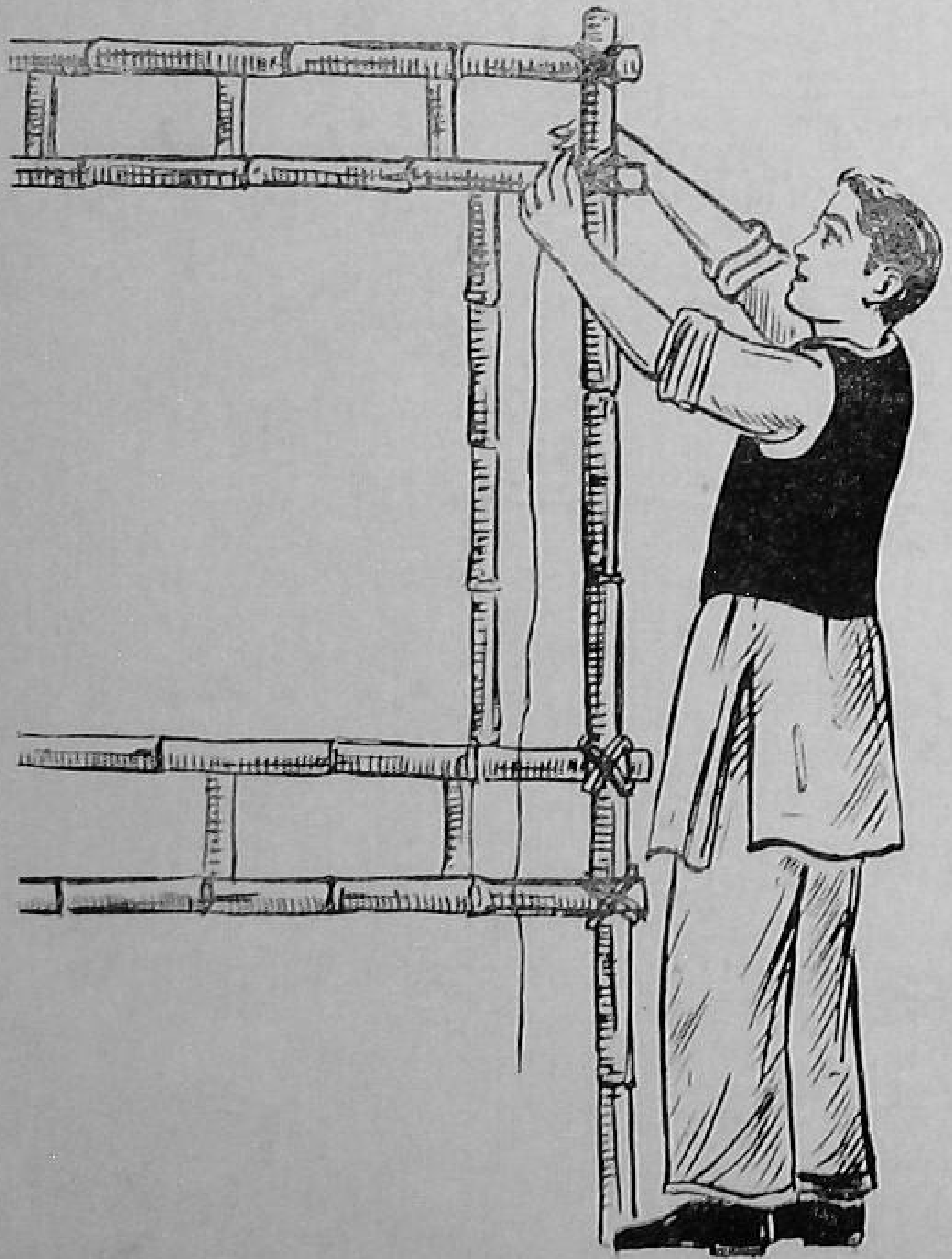
Exhibitions and Displays



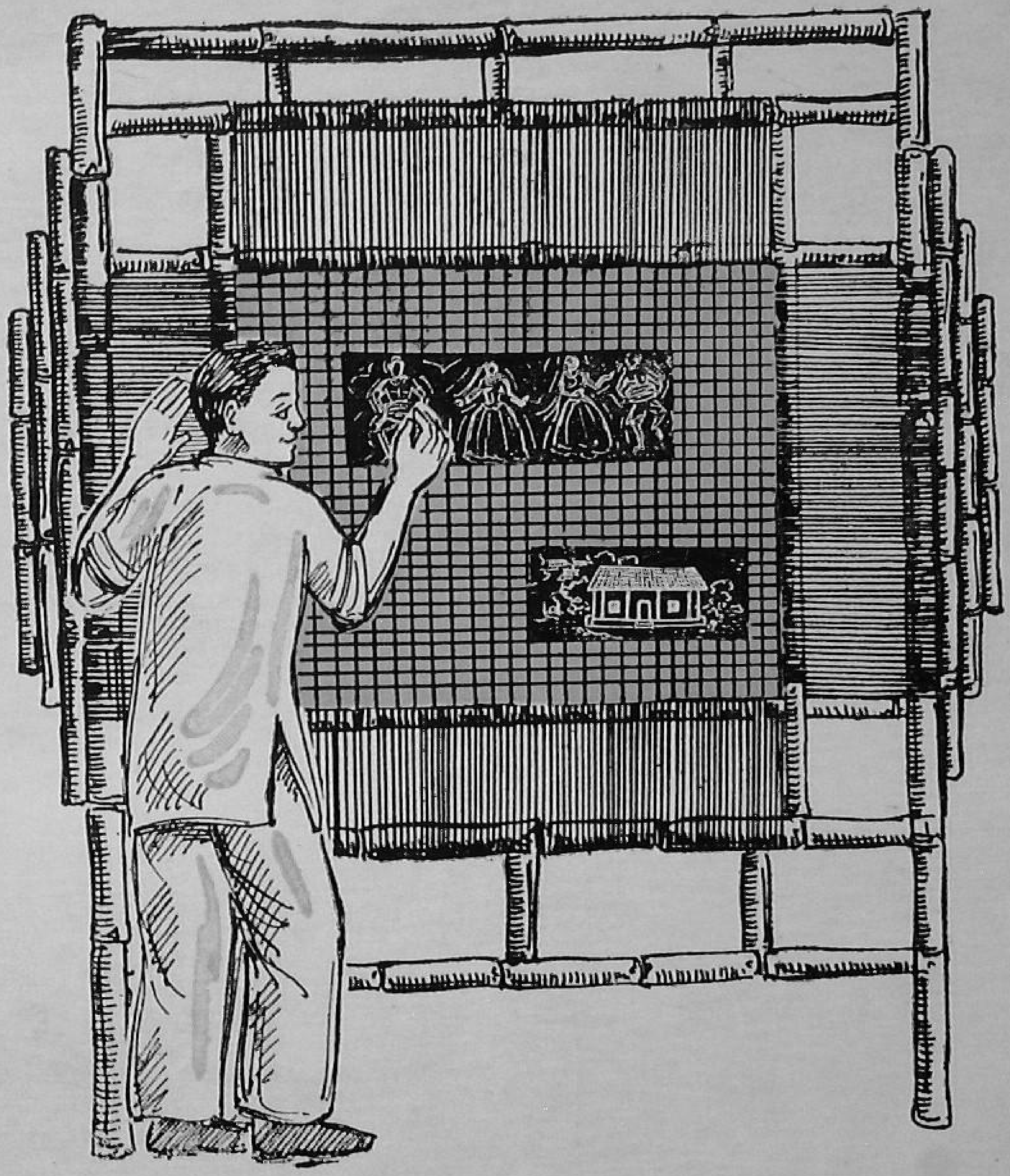
Preparation
of
stands.

Bamboos required to make such stands are usually seven feet long and three inch thick. The frames can be made as shown in the figure. The nailing is done at places in such a way that the bamboos do not split.



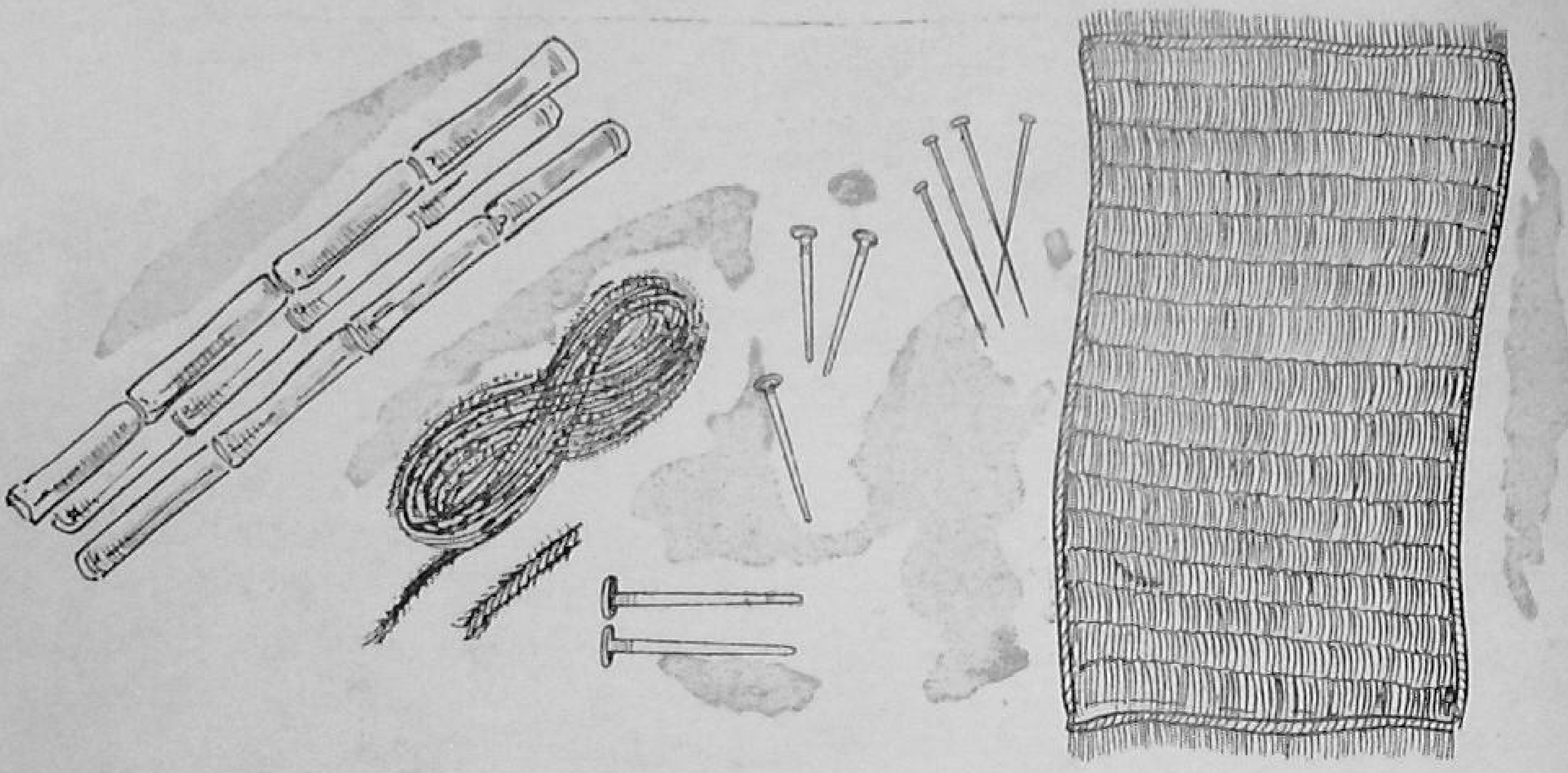


The bamboos can also be tied up with thin ropes and the desired stand may be prepared.

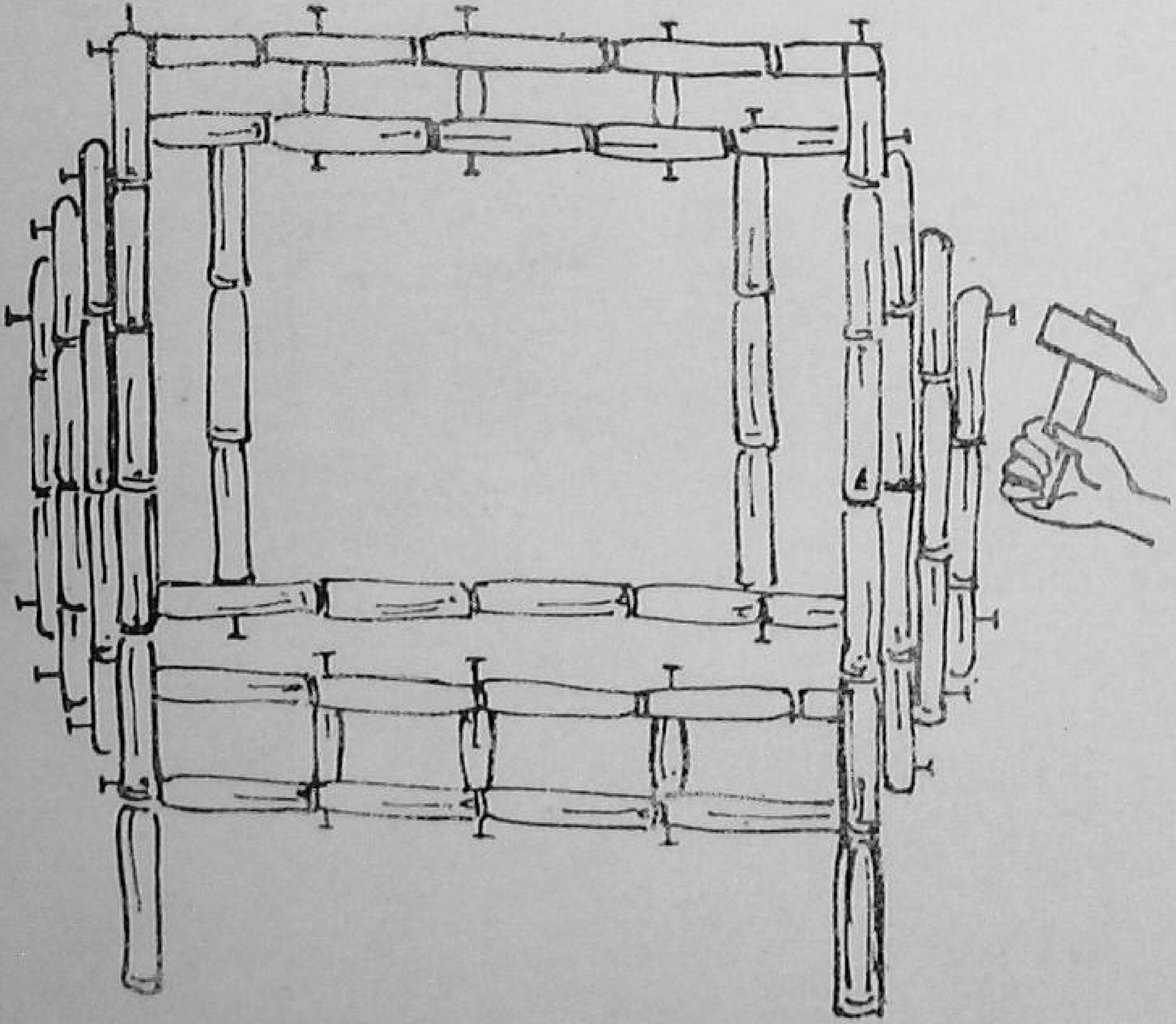


The visual aids can be tagged on to the chatai, as shown in the picture, with thread and needle. The stand is in itself an imposing structure without much cost.

Preparation of Stands

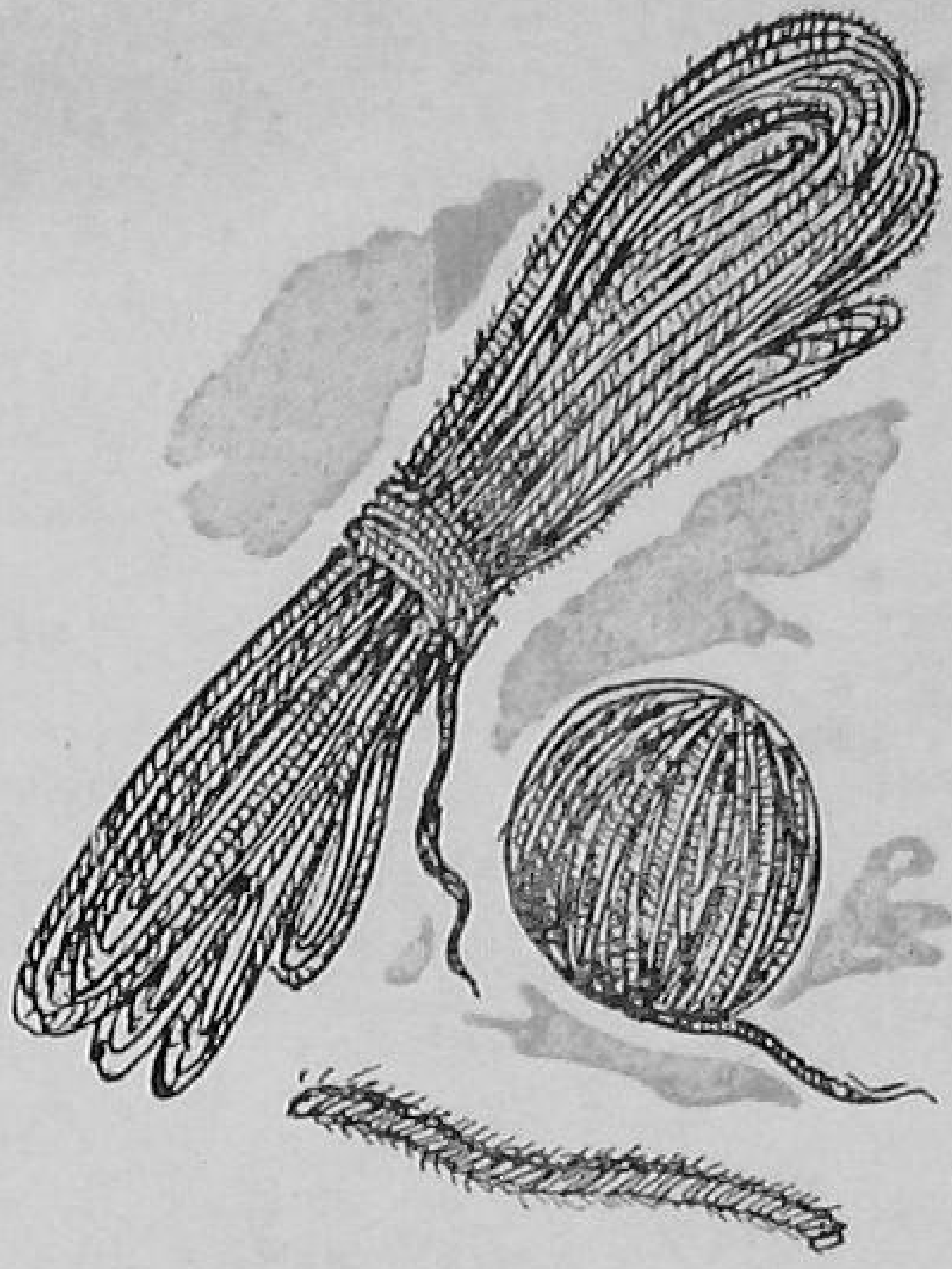


Bamboo, Sutli, Chatai, Thin Nails and Thick Nails.

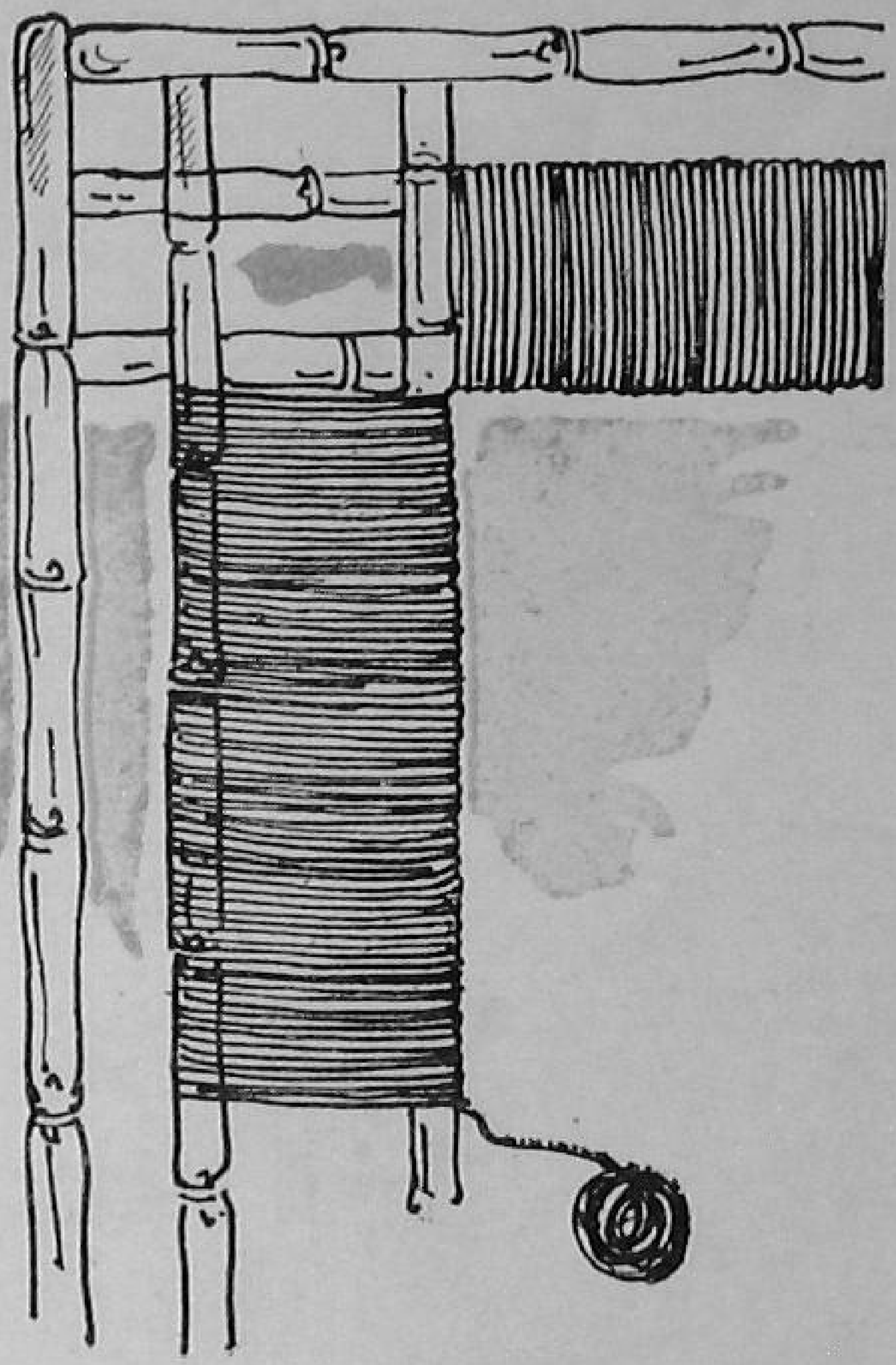


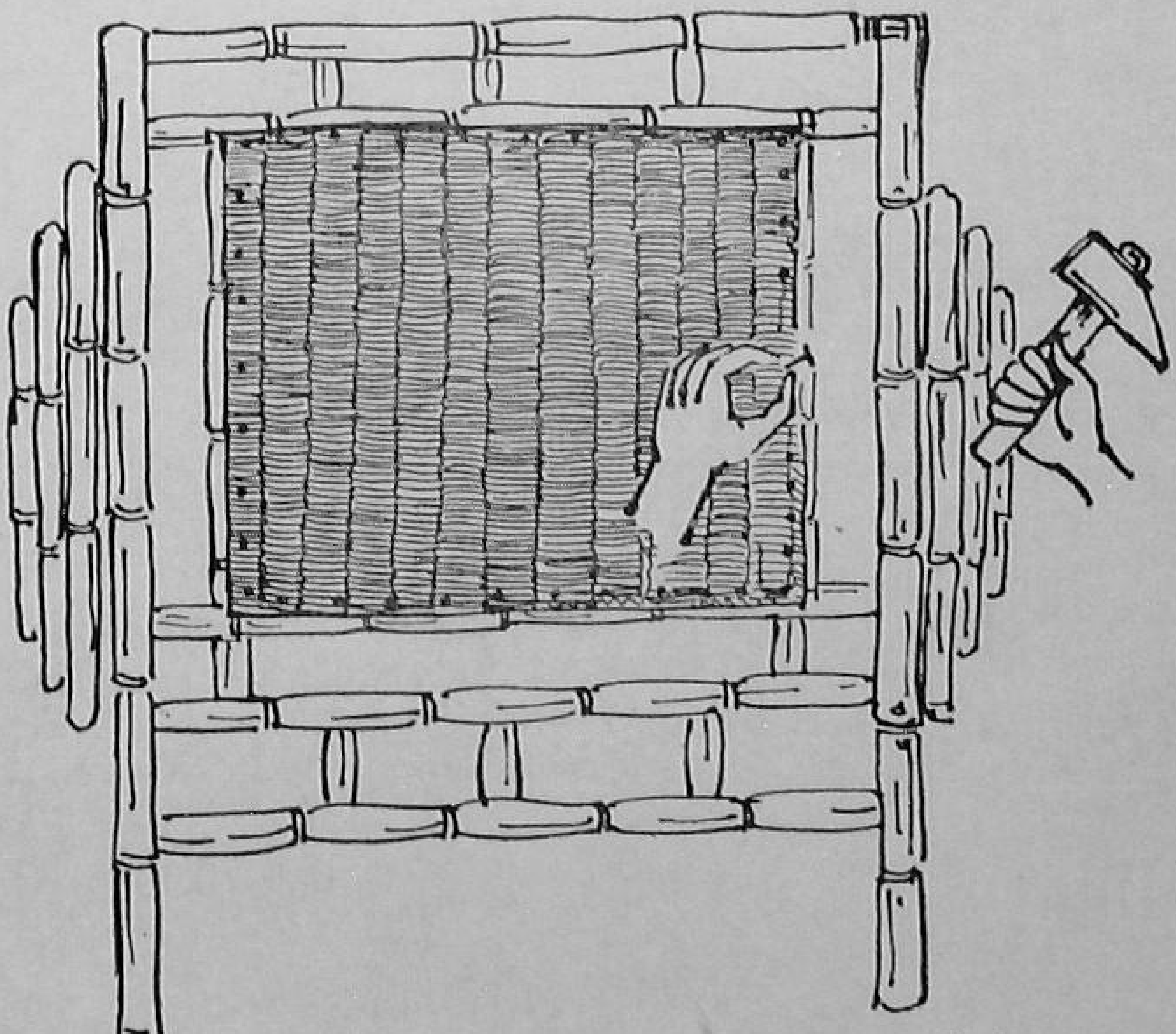
To strengthen the stand, sometimes bamboos are attached on the sides in such a way as to reinforce the whole structure.

The way bamboos are to be nailed.



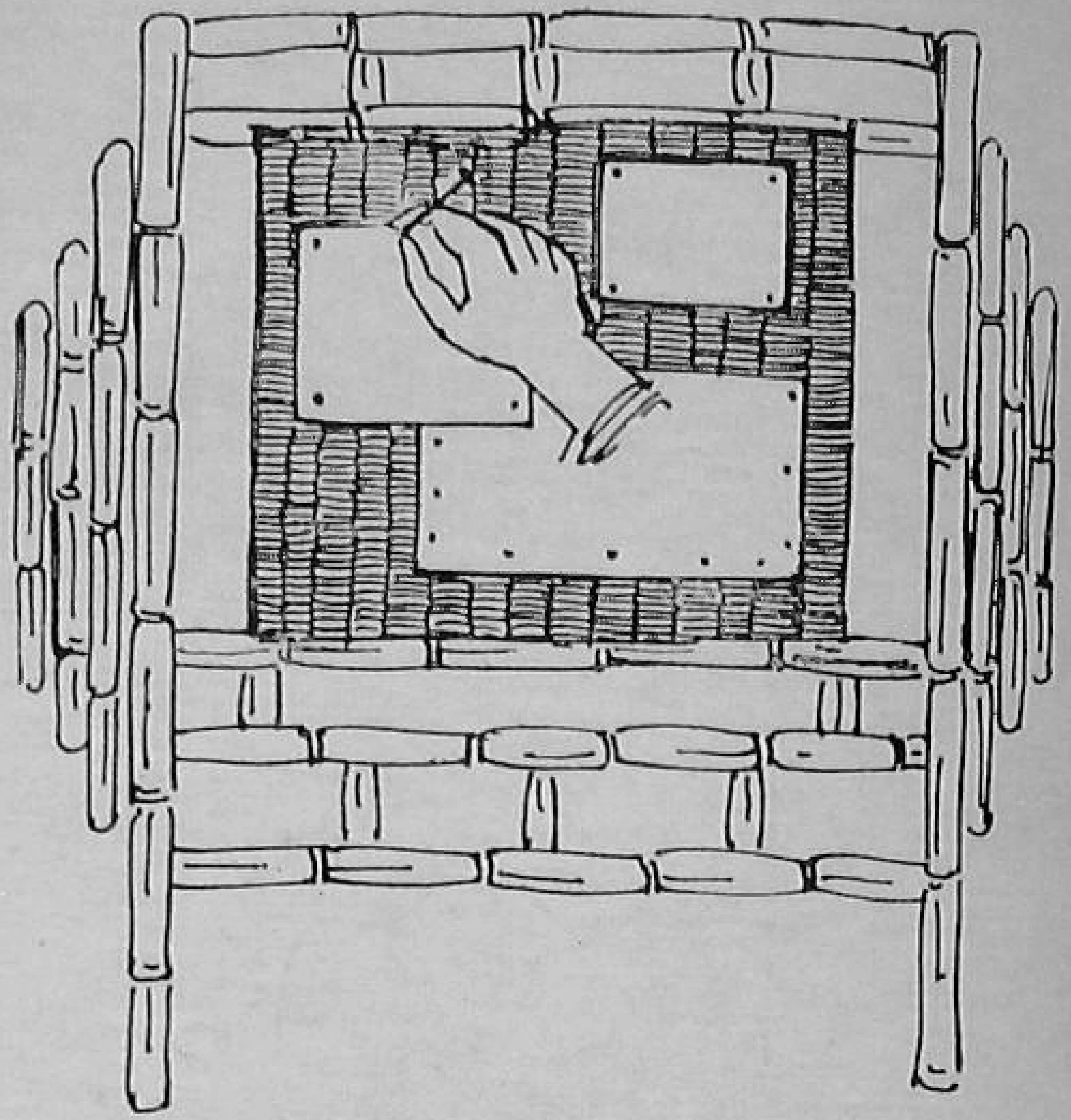
SUTLI
To be wound around the bamboos.



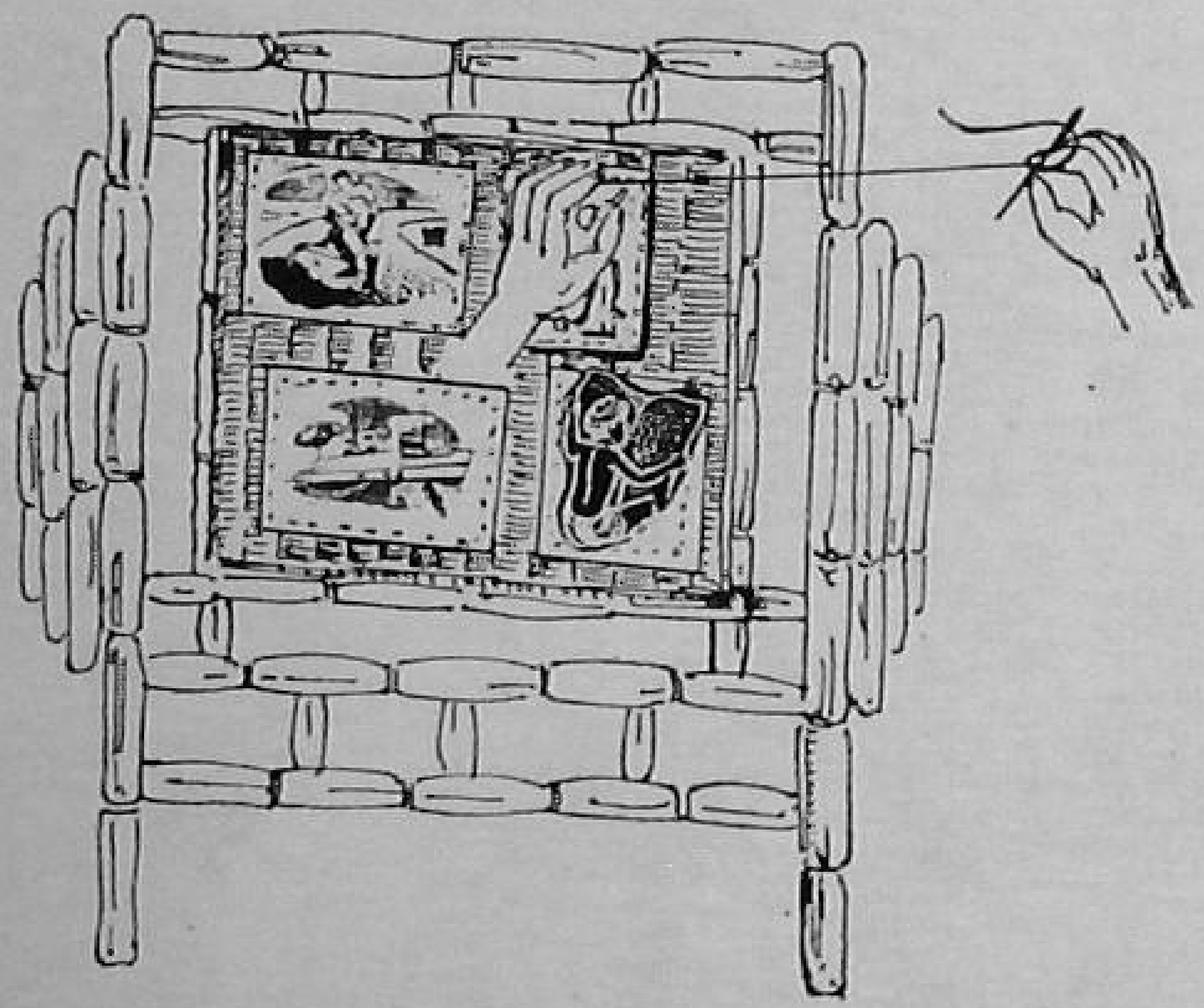


For decoration and even for strengthening purposes, "Rassi" is wound round the sides of the stand as shown in the opposite picture while the inside of the stand holds a chatai, which is cut according to the inner area available and nailed on the bamboos.

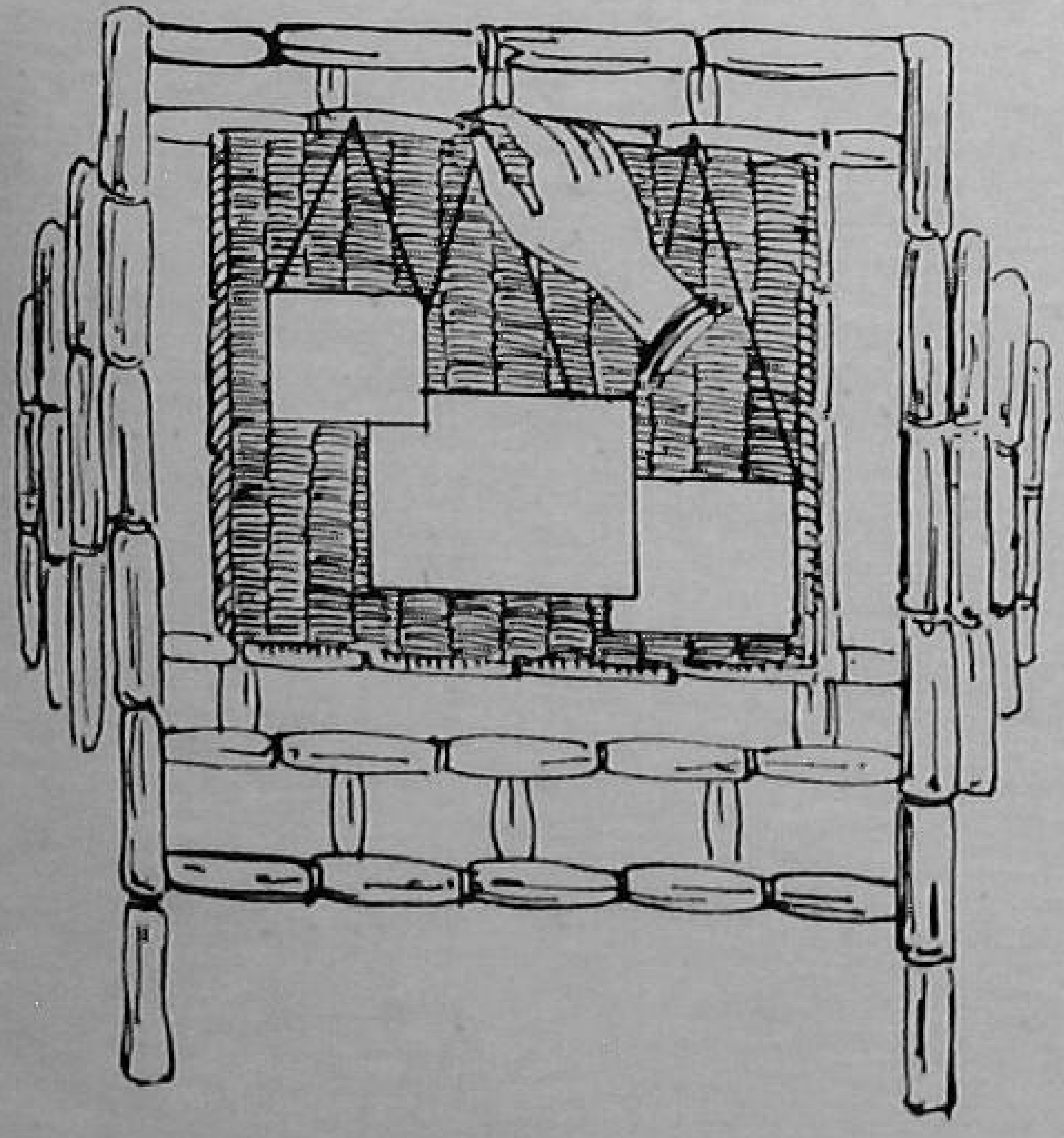
Nailing the chatai on the interior of the stand with thin nails.



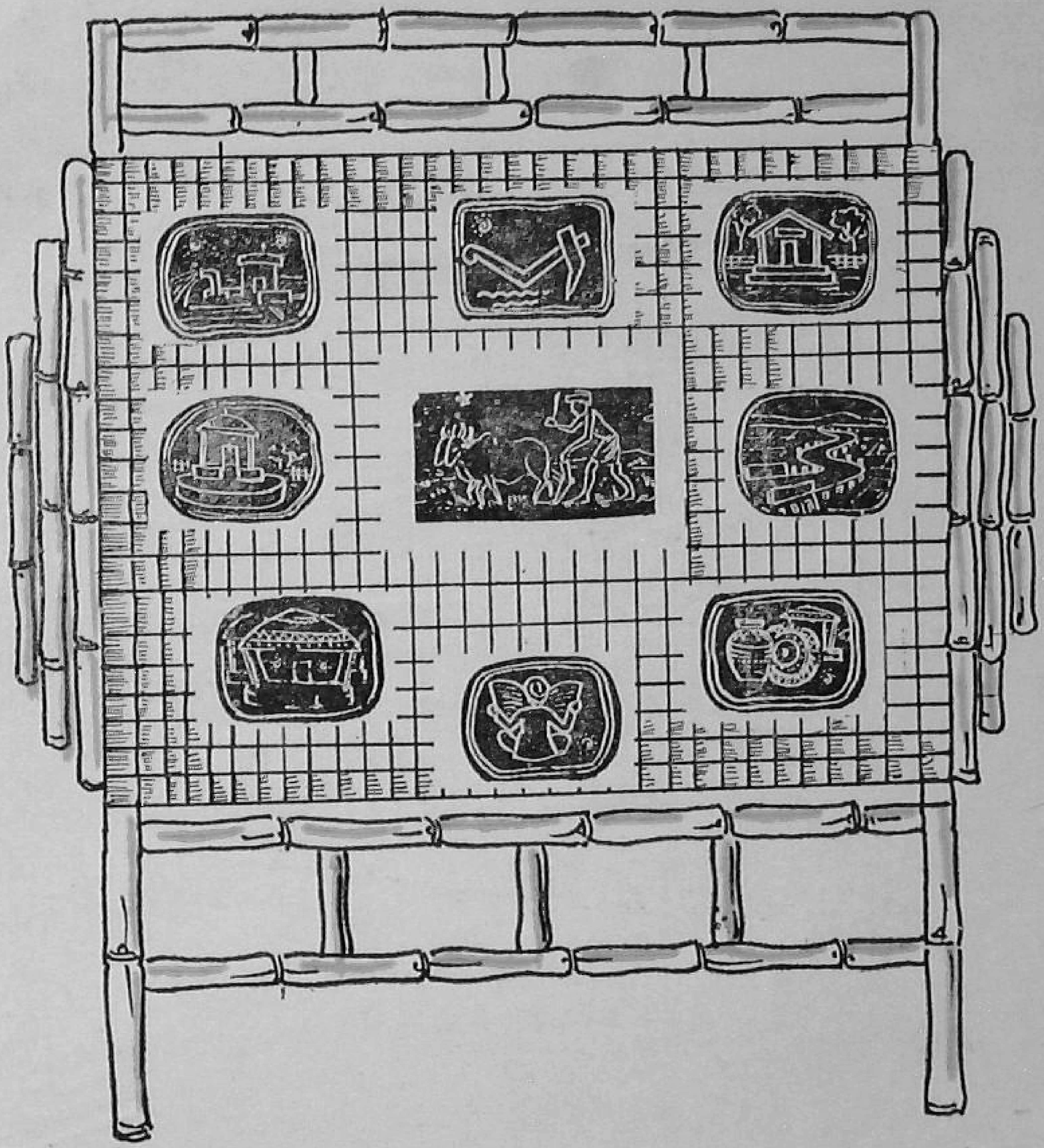
Fixing the visual aids on the chatai with long nails.



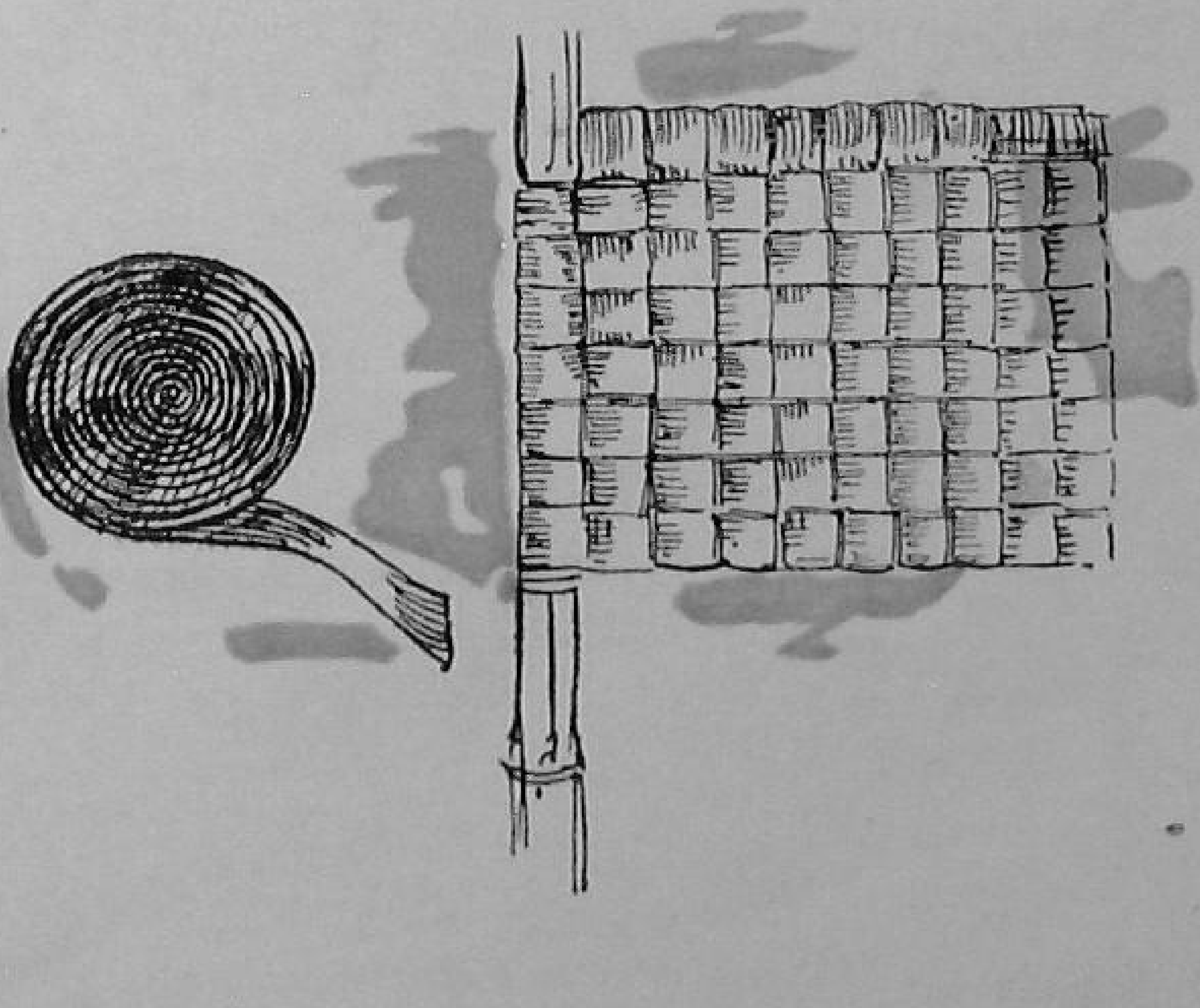
Sewing the visual aids with needle and thread on the chatai.

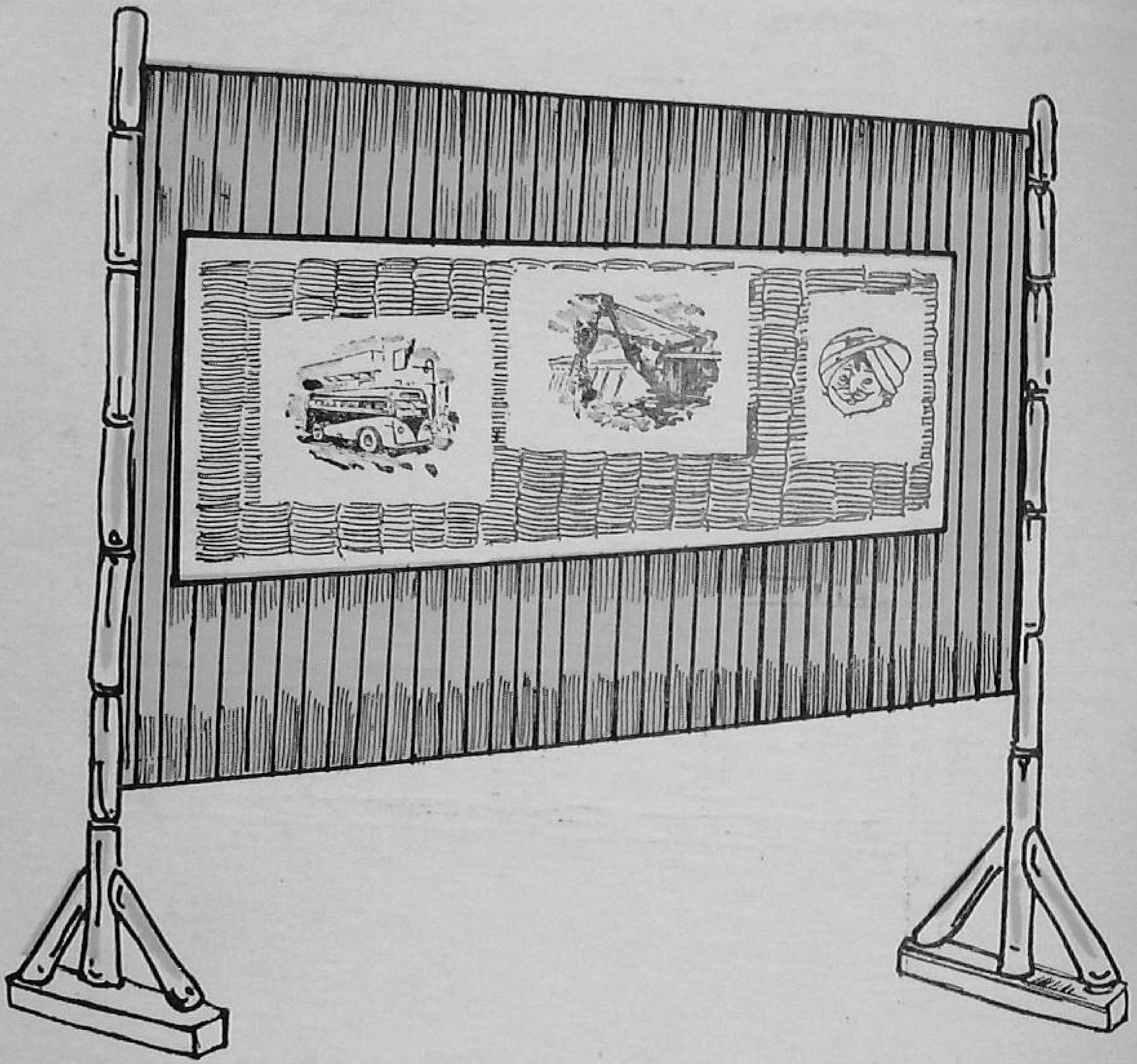


Pictures can be hung with thread by fixing nails on the above bamboos, as shown in the picture.



Newar stand is also made the same way. Only newar is wound up in horizontal and vertical directions.

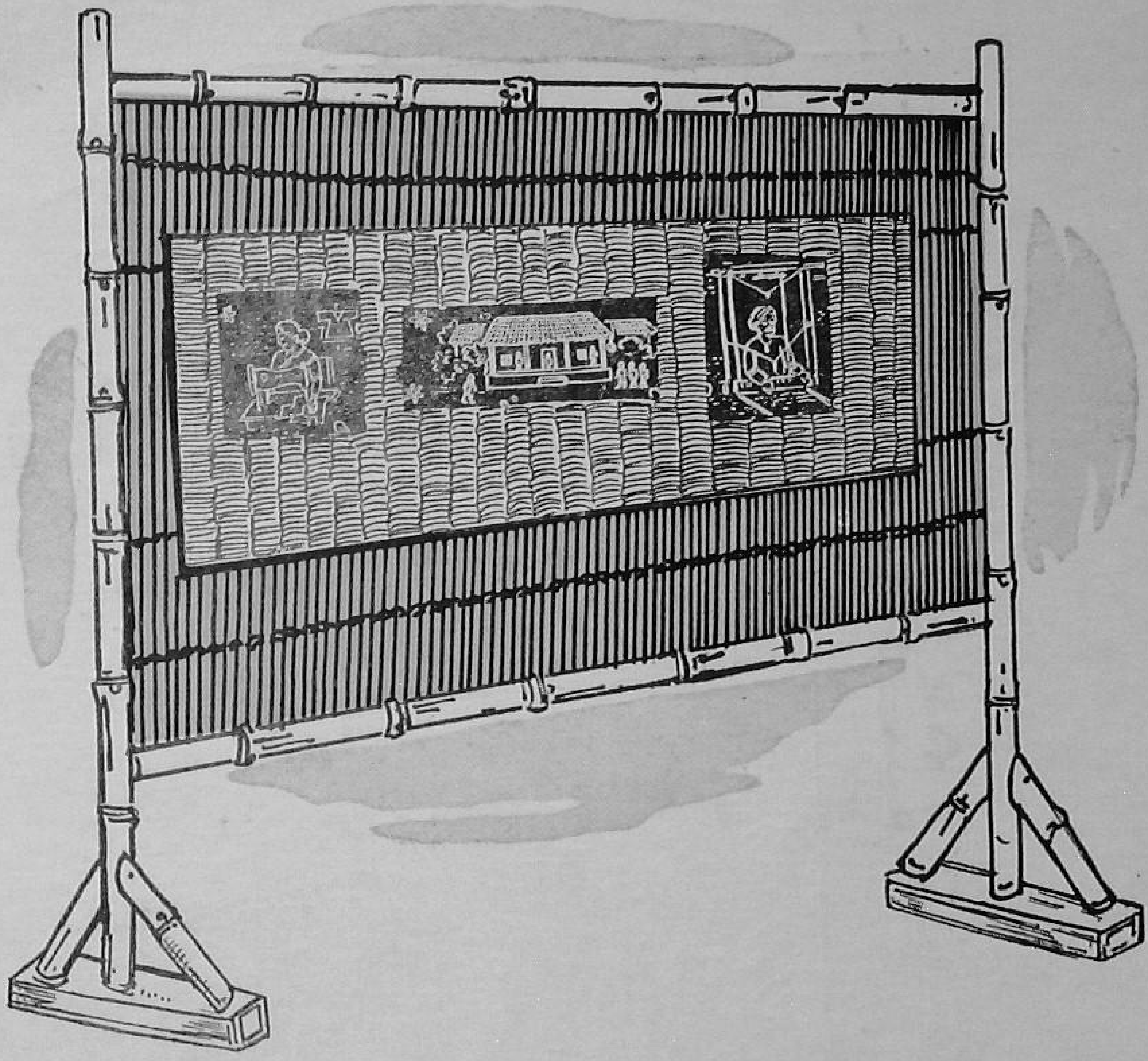




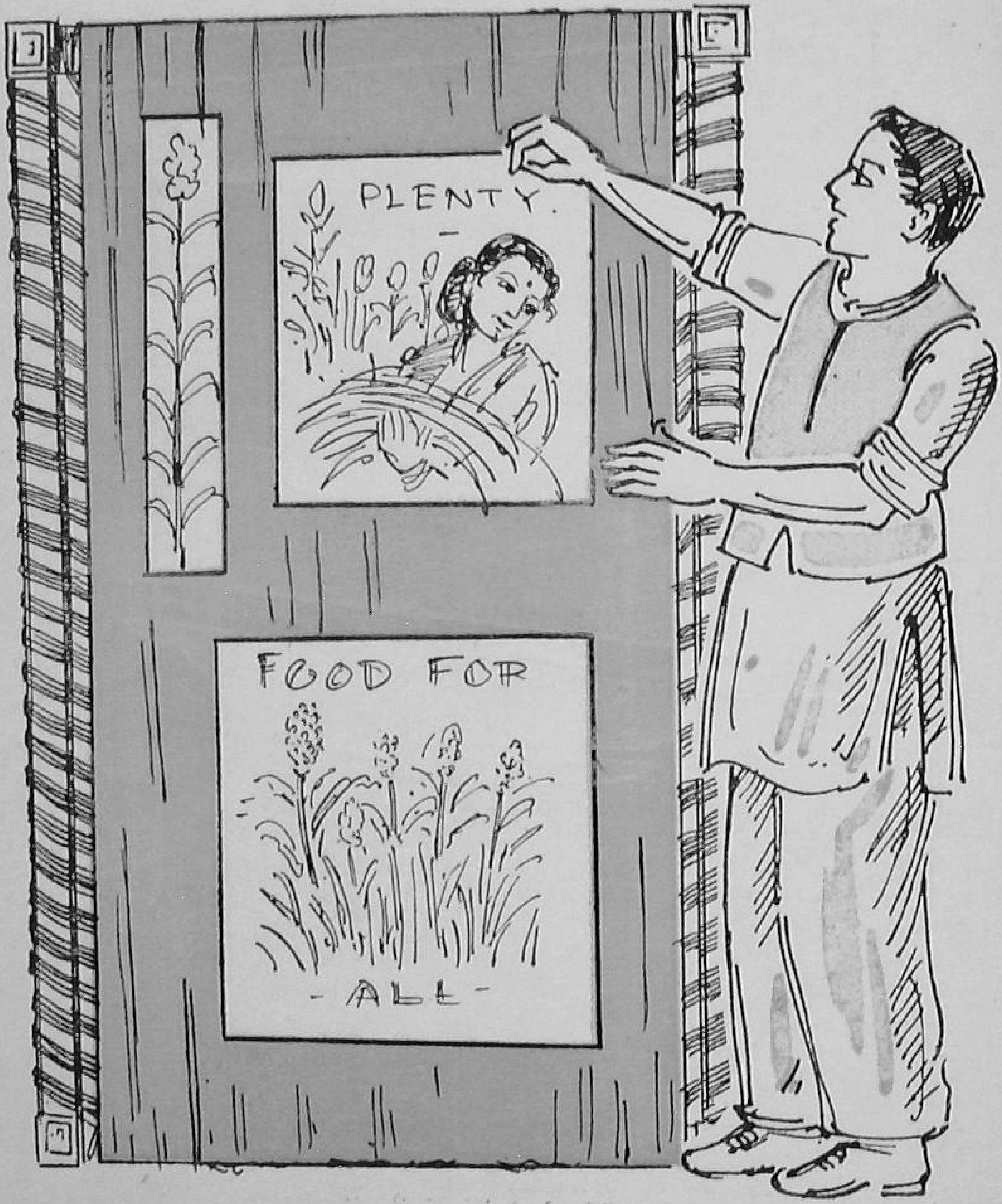
Visual aids as fixed on the newar stands.

Newar stands with only verticle newars wound up on the bamboo stand. While chatai is tagged to the newar at various places as shown in the picture, the different visual aids are tagged on to the chatai as previously explained.

Kana Stand

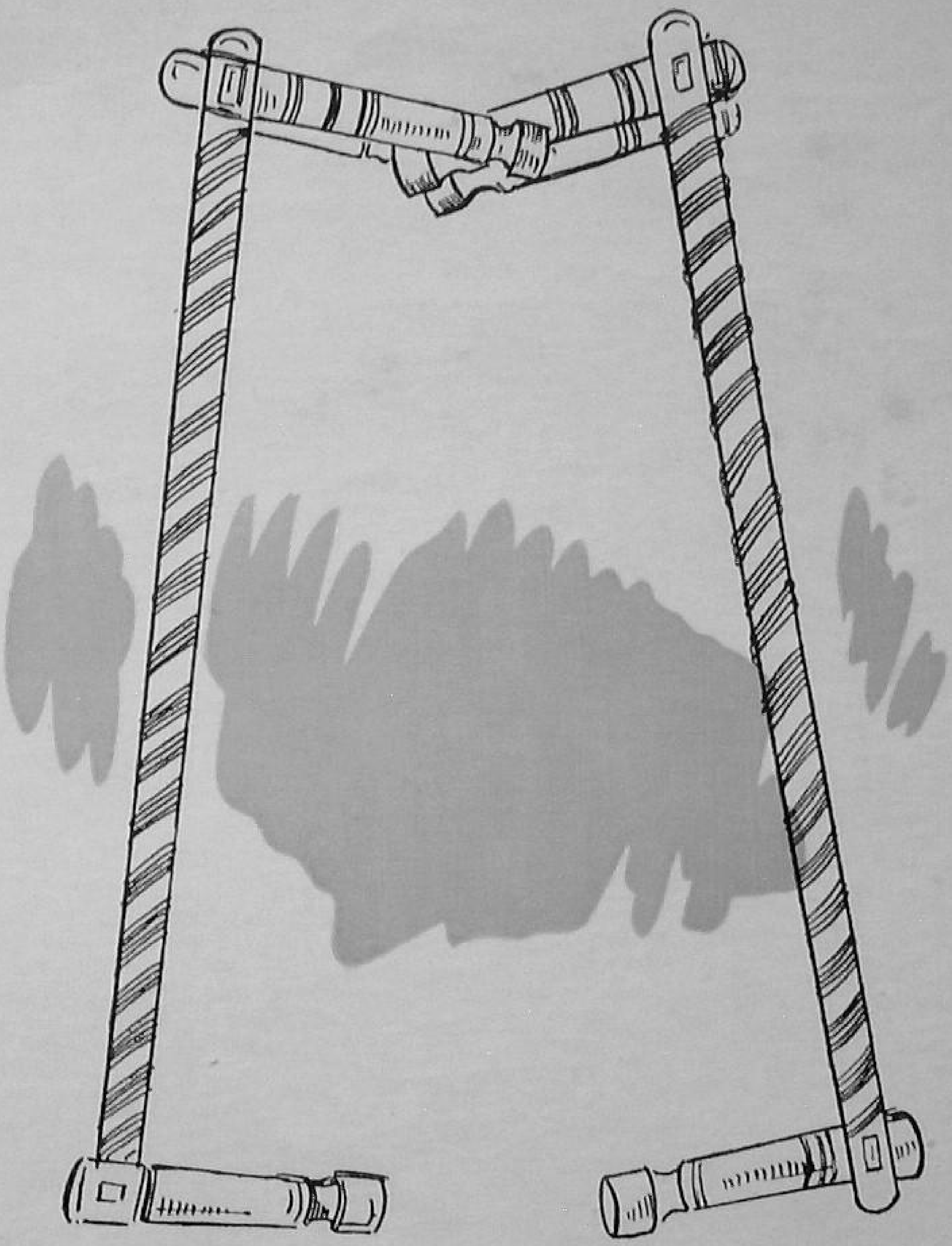


Kanas are available in plenty in many parts of India and these can be knitted one with the other to provide screens. These Kanas, well knitted together are fixed to the bamboo frames and chatais are tagged to the whole screen.

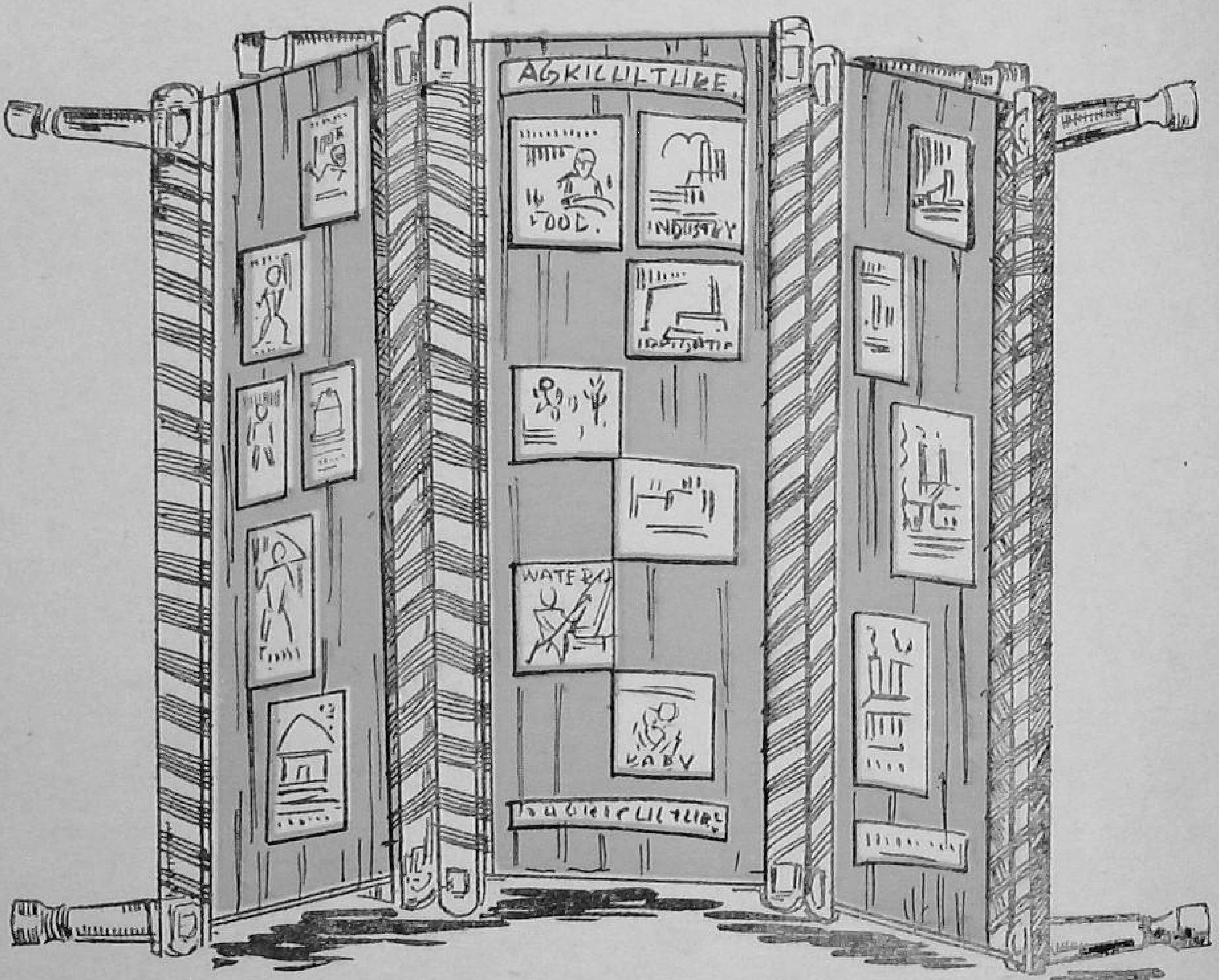


CHARPAIS

Charpais for sleeping purposes are commonly available in almost all villages. If Handwoven cloth in white or in colour is fixed on the front of the charpais, as shown in the picture, the visual aids can be tagged and displayed.

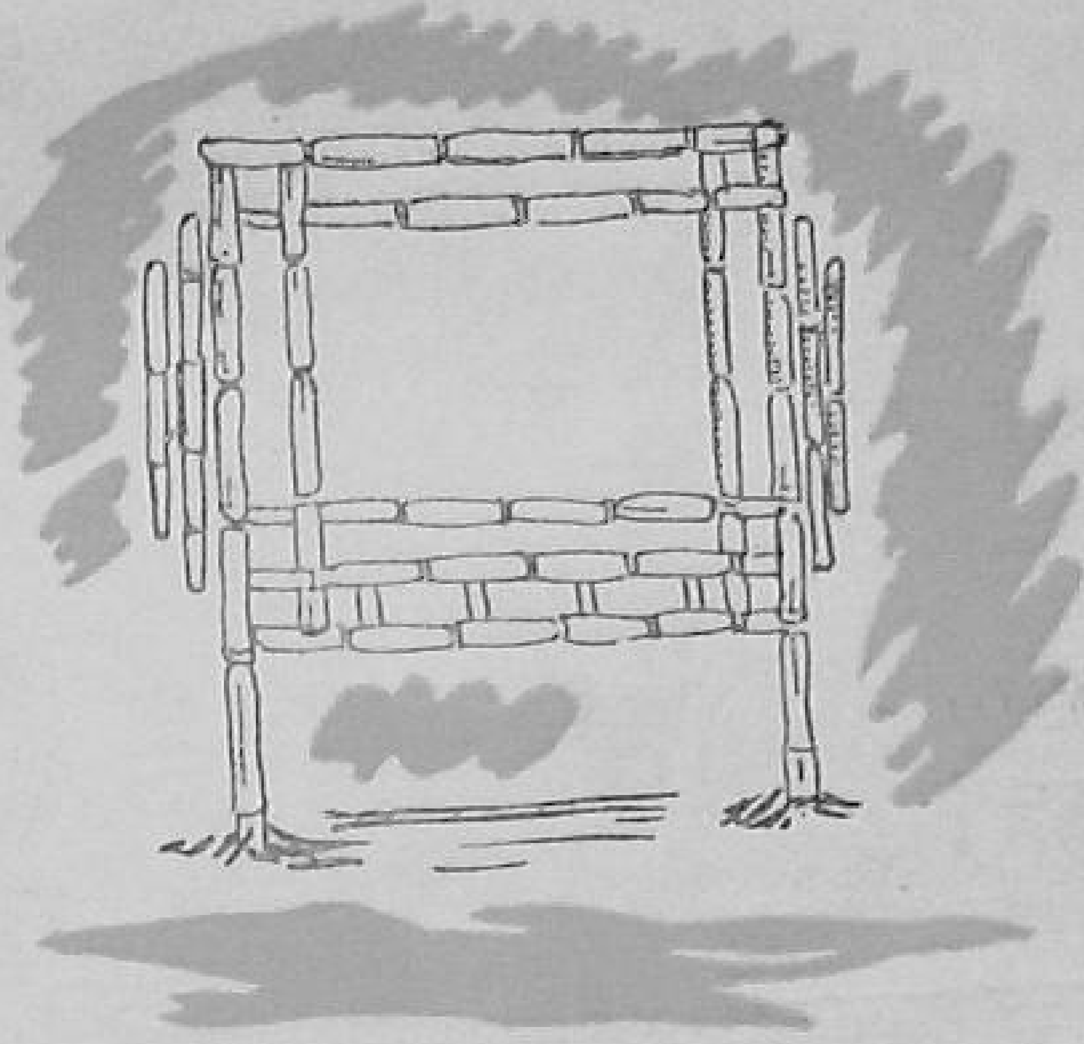


Charpais can be made to stand one against the other as shown in the picture.



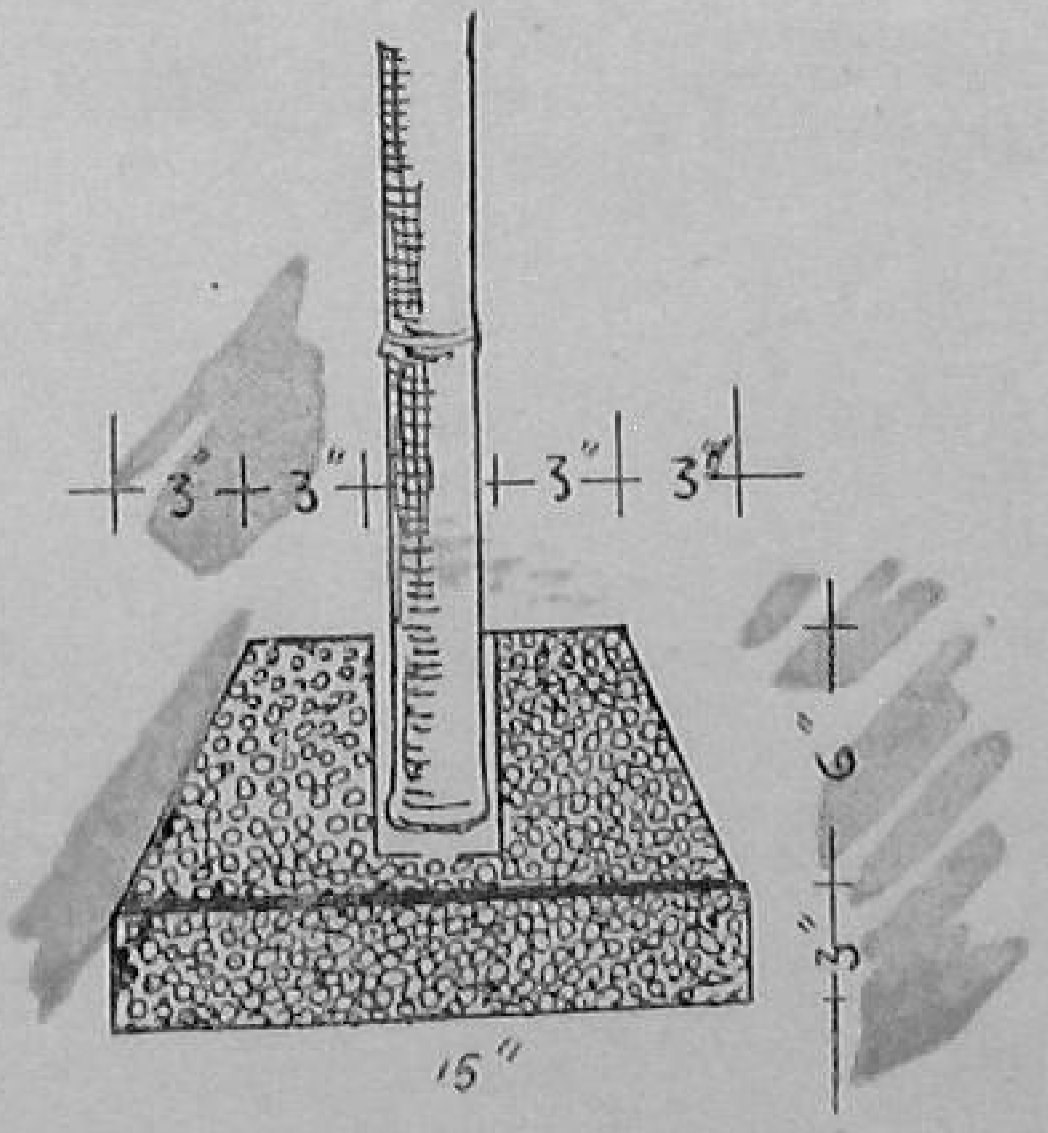
Charpais can be made to stand in a 'U' shape fashion as shown in the picture.

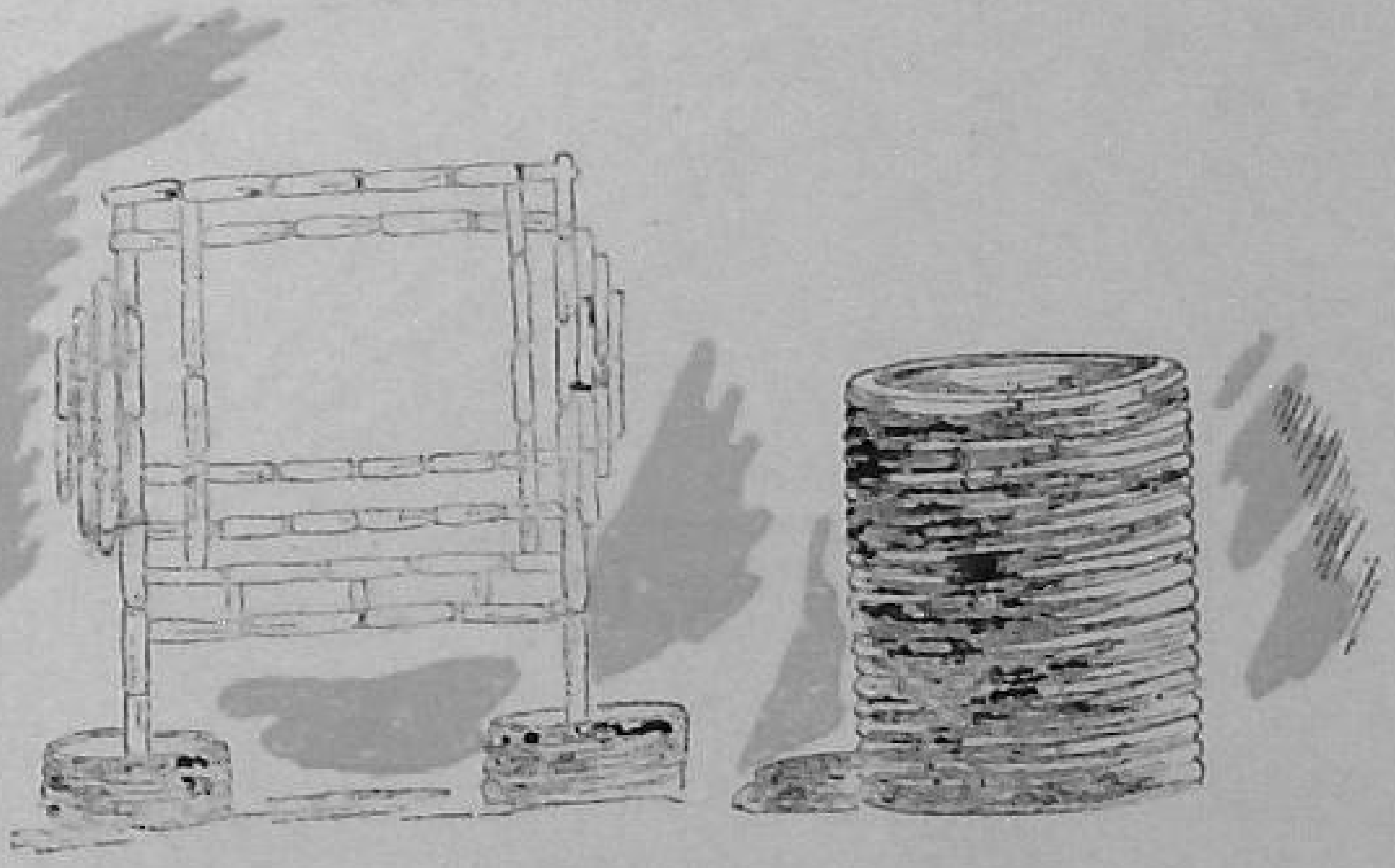
The stand can be dug at least one and a half foot into the ground, where the exhibition is to be arranged.



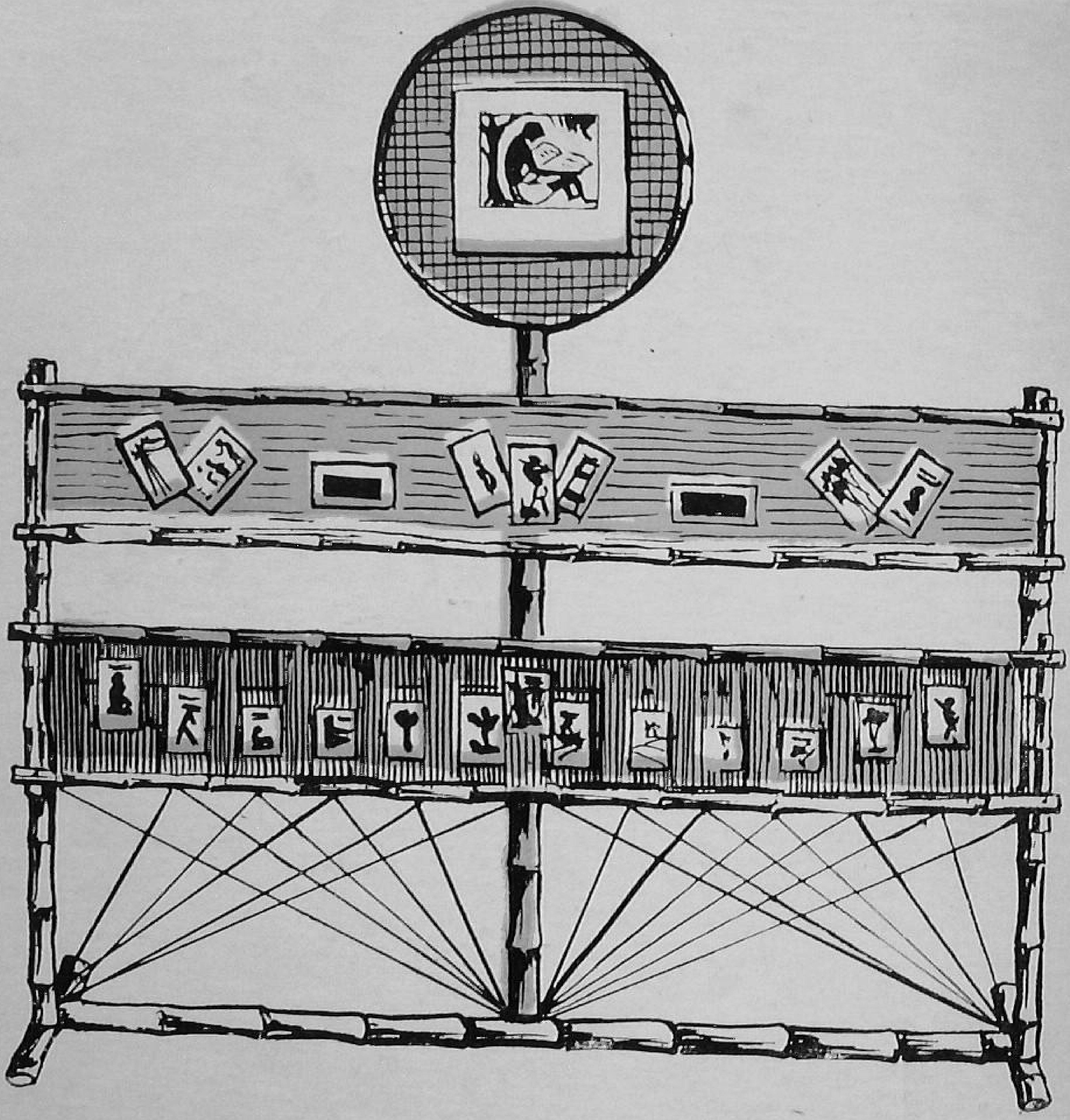
Digging a hole in the ground with a steel digger.

The stand can also be fixed in the slabs with proper holes as shown in the diagram. The bamboos are just placed in these holes at their positions.

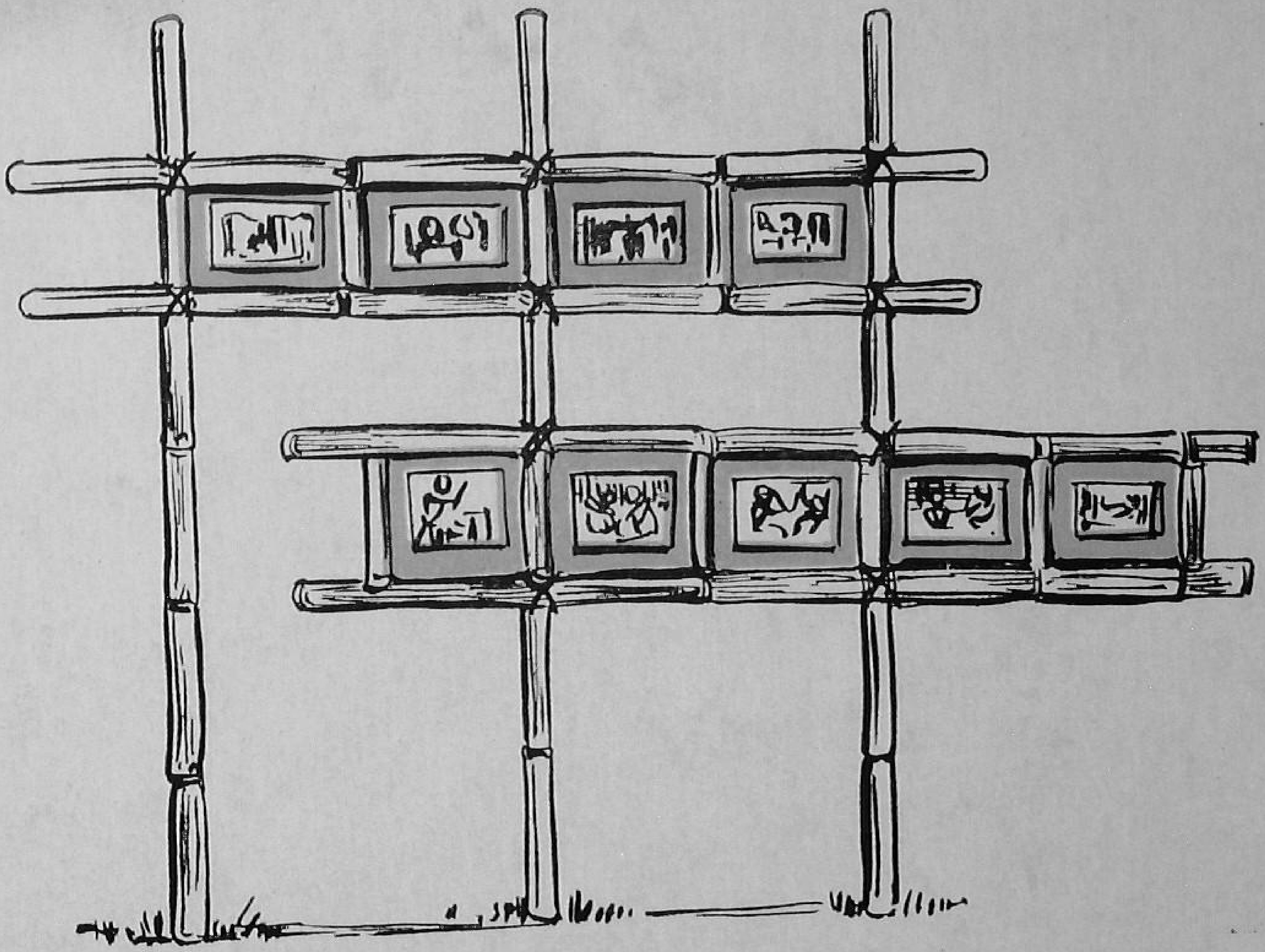




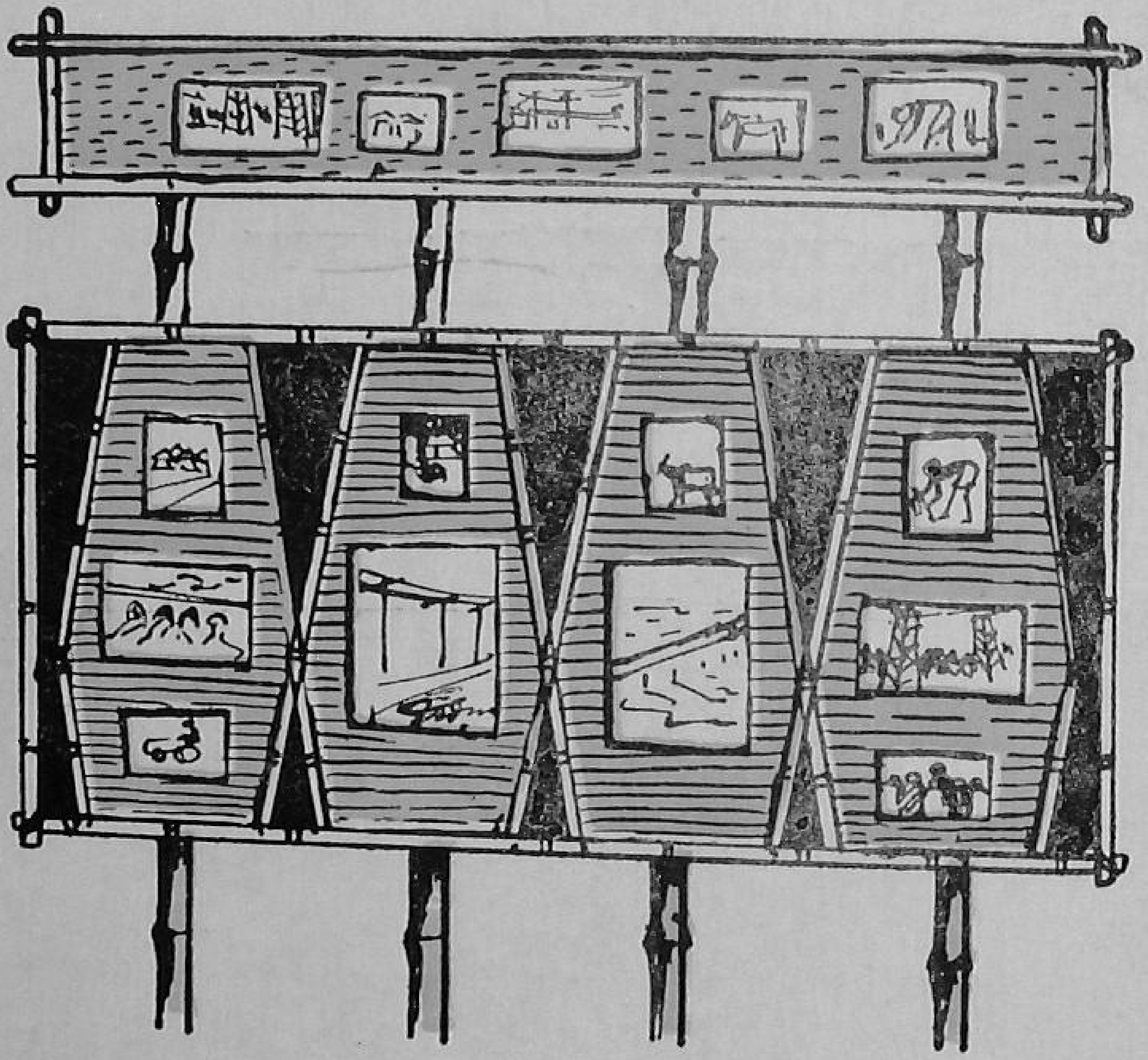
The stand can also be fixed in Drums The Drums are placed on both the sides and the bamboos are placed right in the centre of the drums. Half of the drums are then filled with earth to fix the position of the bamboos.



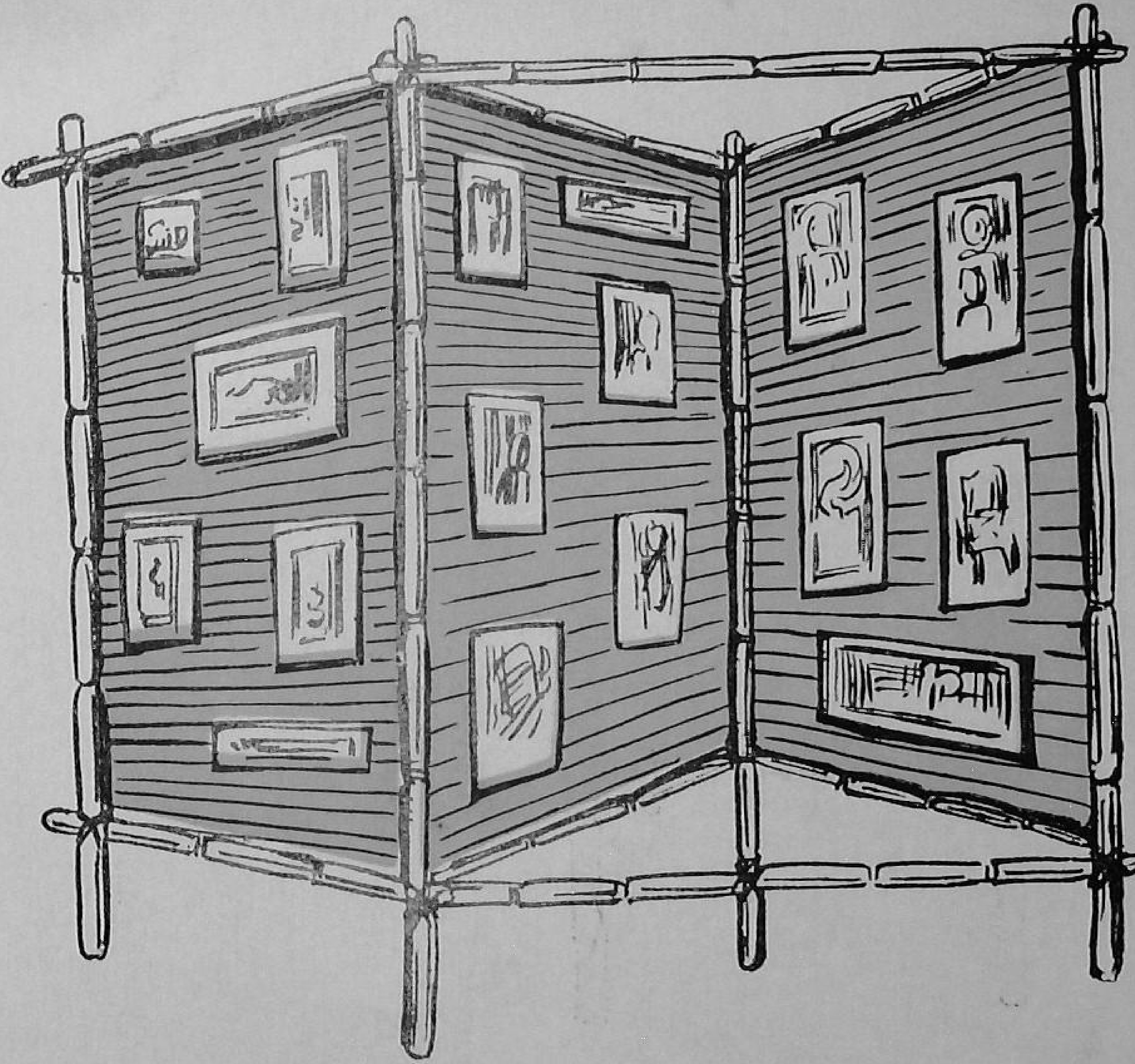
Display board can be prepared with bamboos, any sort of mat, *sutli*, *rassi* and nails.



Bamboos are dug into the ground and ladders are tied to those as shown.
The area between each step of the ladder is covered with
chatai on which visual aids are displayed.

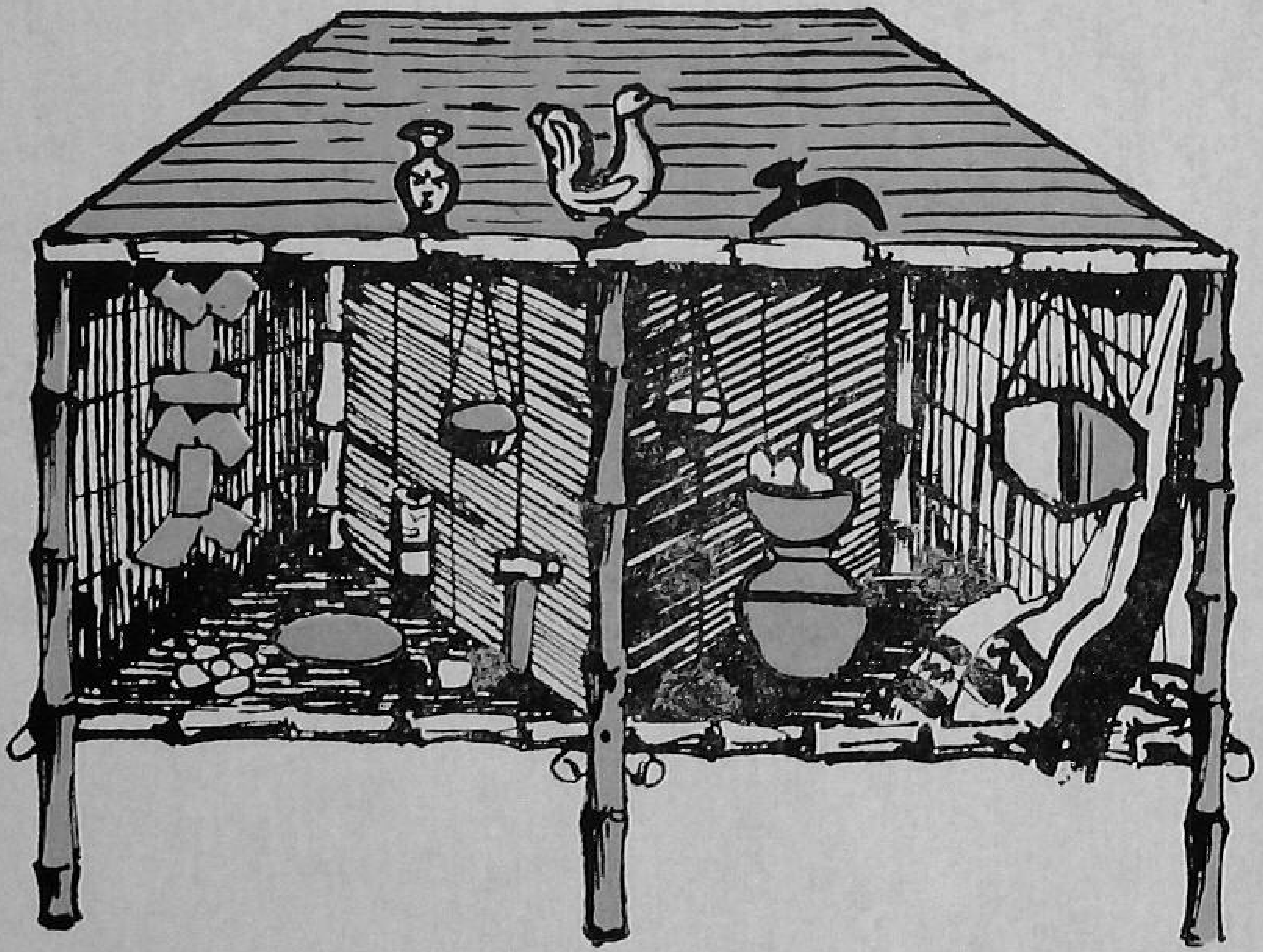


Angular designs for display of pictorial objects are prepared by separating the surface with bamboo strips. Underneath the pictures chatai is used. While the chatai is coloured black or with dark colour (even cow-dung can be used) to accentuate the display surfaces.

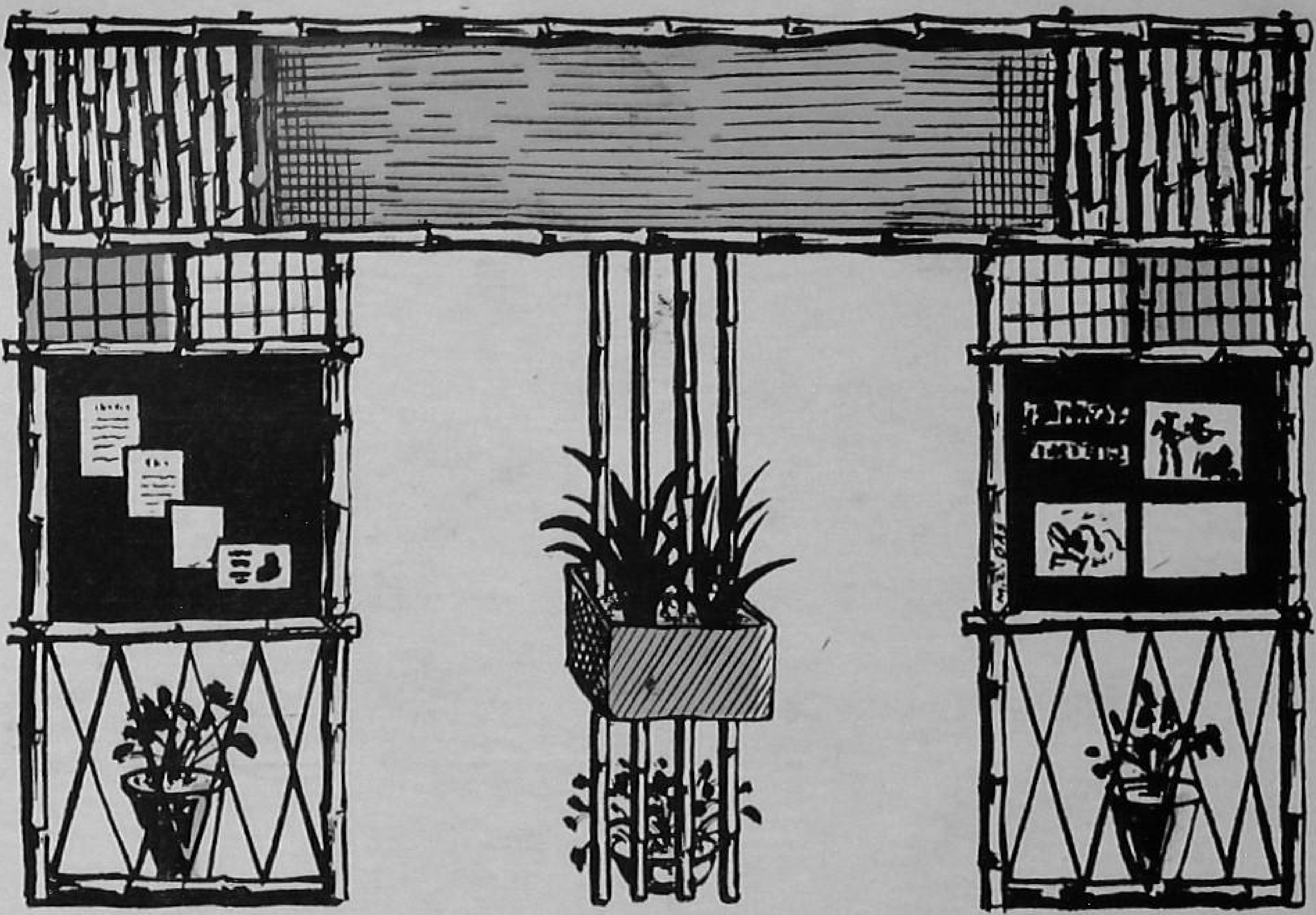


To prepare wide display surfaces bamboo structure should be prepared as shown above. On such display surfaces chatai or cloth may be used as background material. These stands could be arranged in open or in a room. The advantage of preparing this type of stand is that each surface is at an angle to the other and spectator can view one set of display without being disturbed by the other.

Display of Exhibits

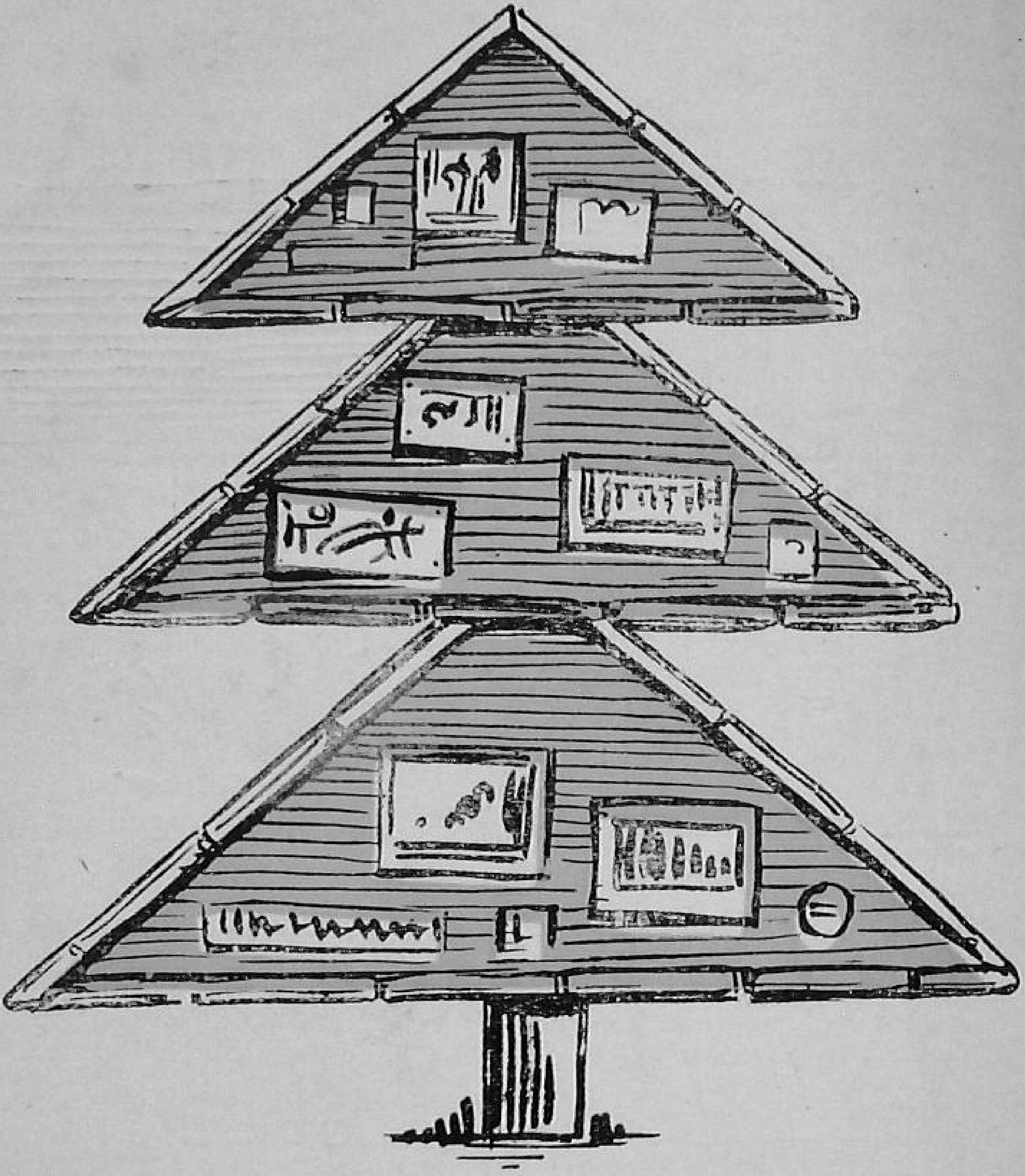


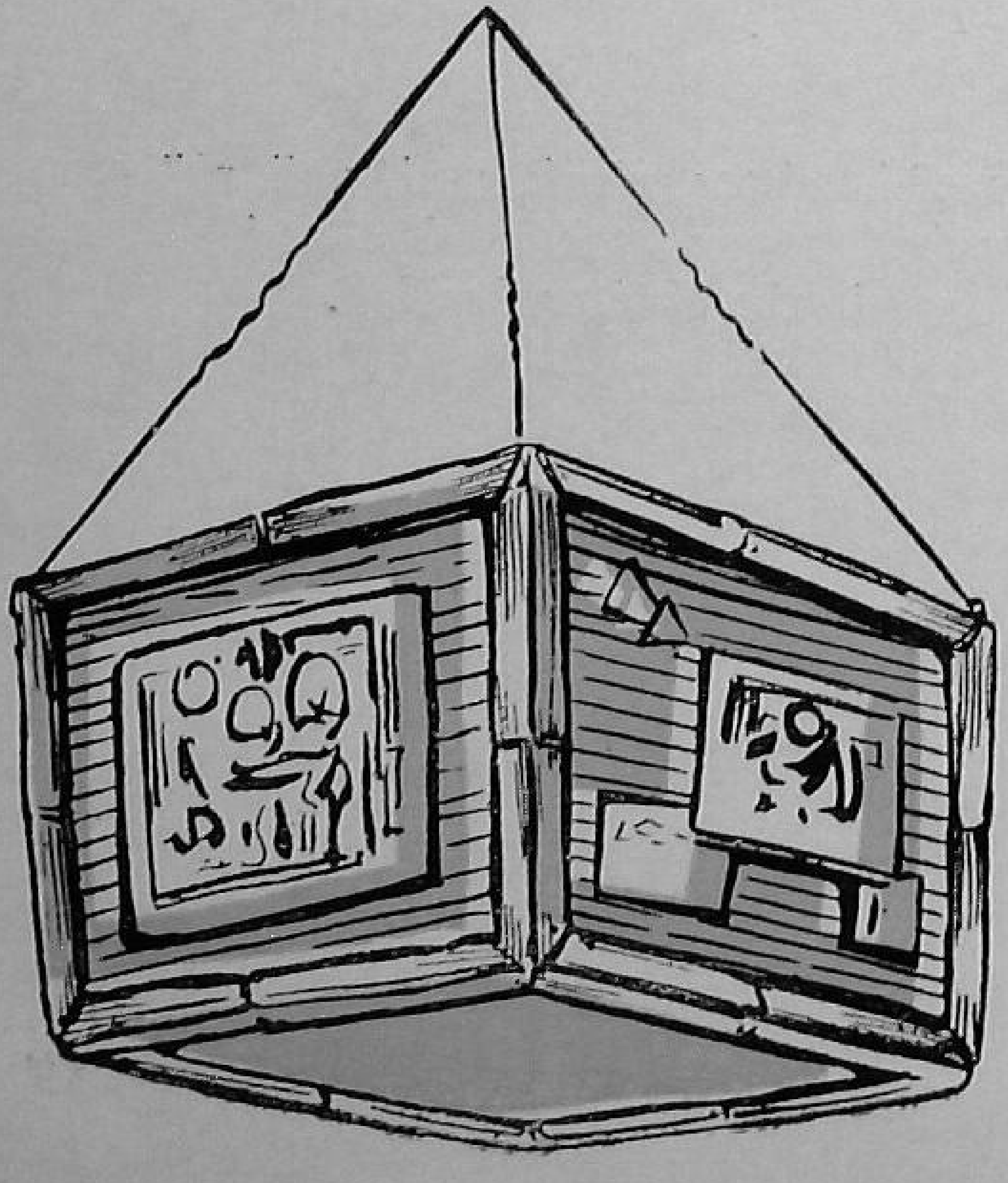
These types of display-stand are most useful for the display of handicrafts-products. Locally available mat can be used to cover the back sides as well as roof and bottom of the stand. Bed sheets, fabrics or gunny bag can also be used. Height should be upto the eye level approximately six feet above the ground.



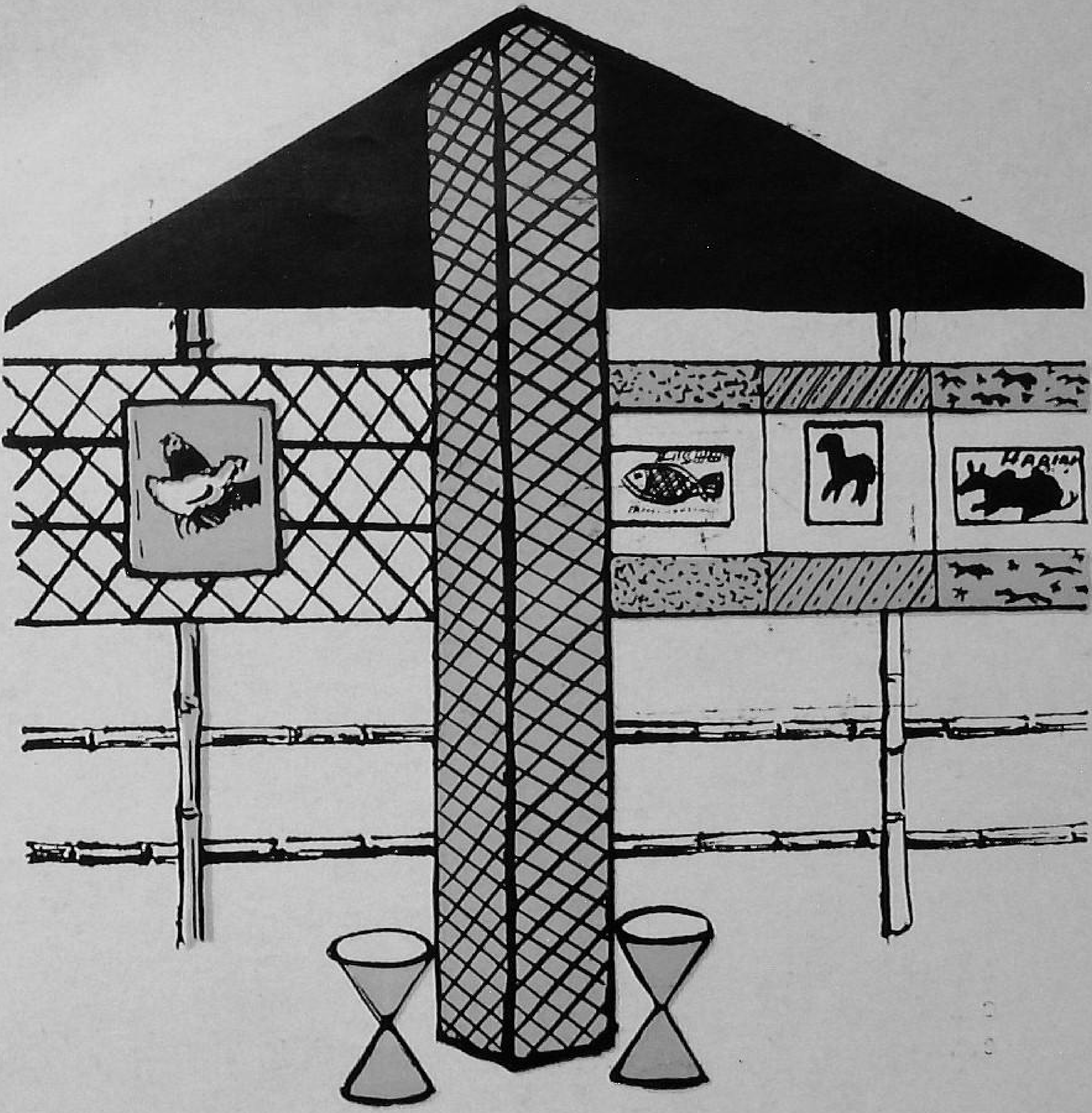
Any sort of mat, bamboos, strips of bamboos, plunk, rassi, sutli, nail and a few flower tubs are required to erect this bamboo-made partition-*cum*-display board within the Hall or Pavilion.

Make triangular shapes with bamboos and fix three such triangles on to *Balli* or a rectangular piece of wood. Background material on the stand could be cloth or chatai on which display material could be arranged.



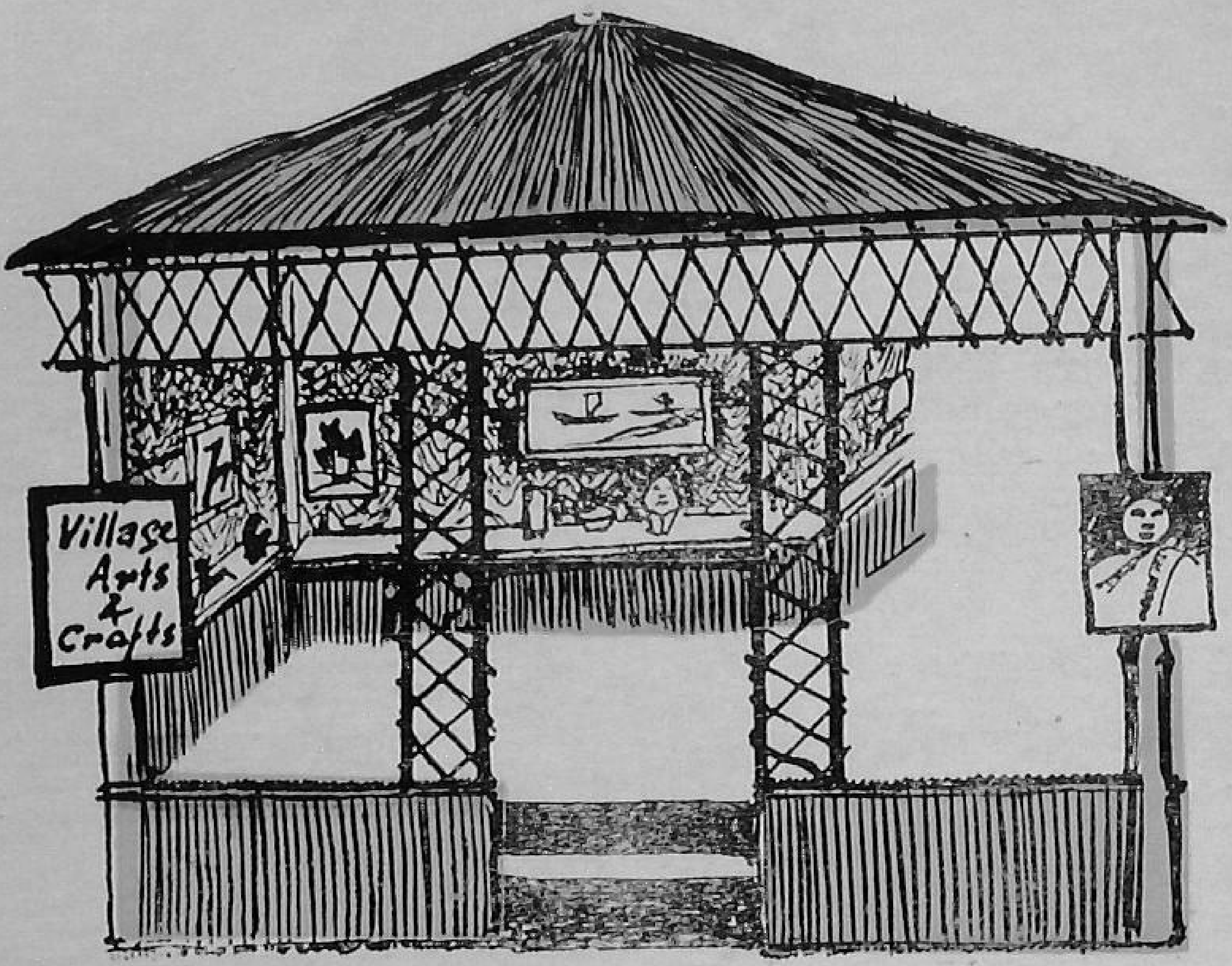


Make four rightangles as shown in the diagram and tie them up with rassi. On this rectangular stand cloth or chatai may be fixed and it could be hung in the room or fixed on a *Balli*.



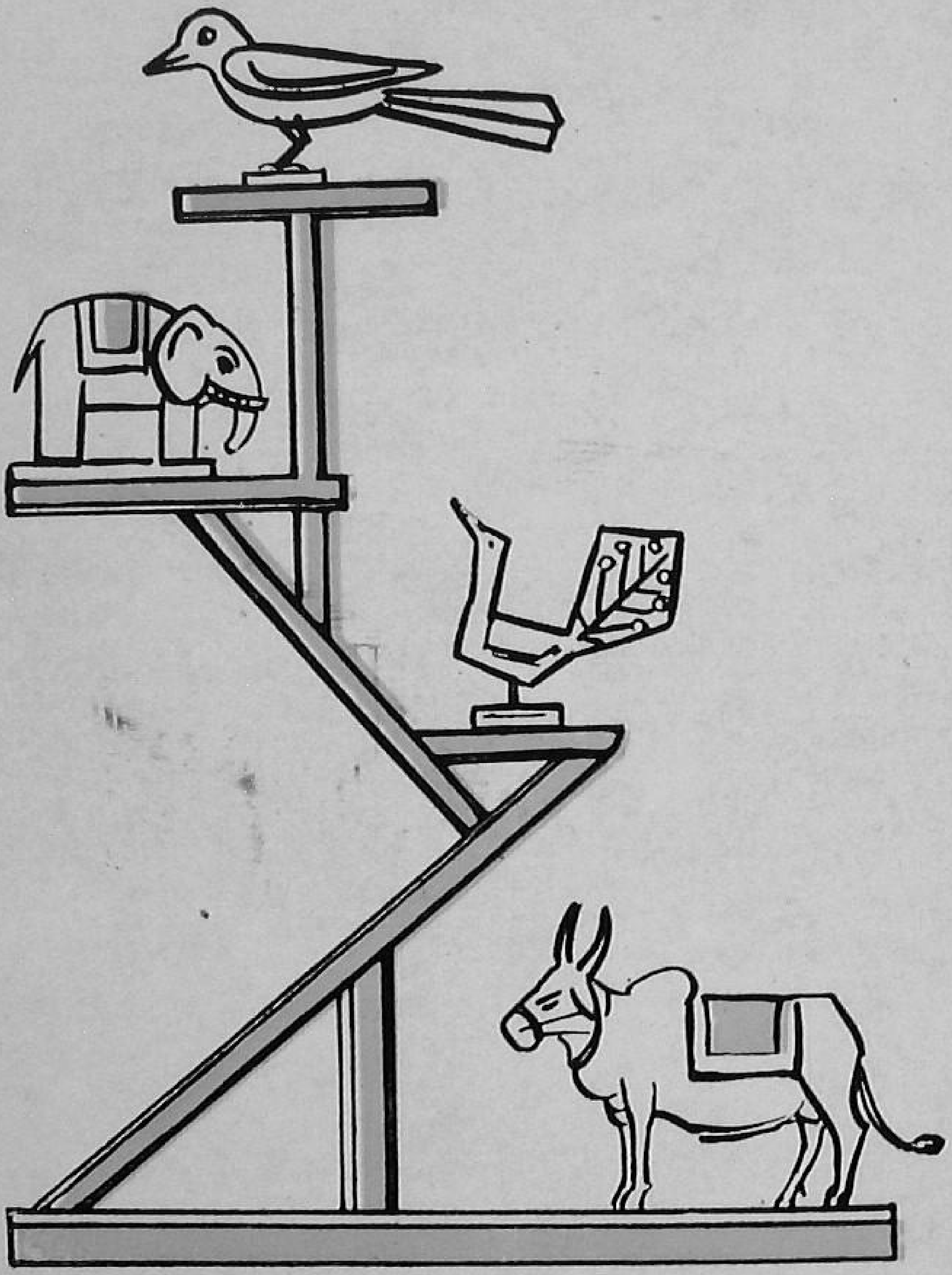
Display board can be prepared with narrow strips of bamboos, tied up in any direction so that it gives a particular form and can be placed in such a height that the display articles can be viewed always at the eye level. Printed fabrics, any type of mat or even gunny bags can be stretched out and fastened or nailed up around a wooden or bamboo frame upon which exhibits can be displayed.

Also two or three bamboo morahas may be kept around it so that interested visitors may take rest for a while and at the same time can have a look at the exhibits.

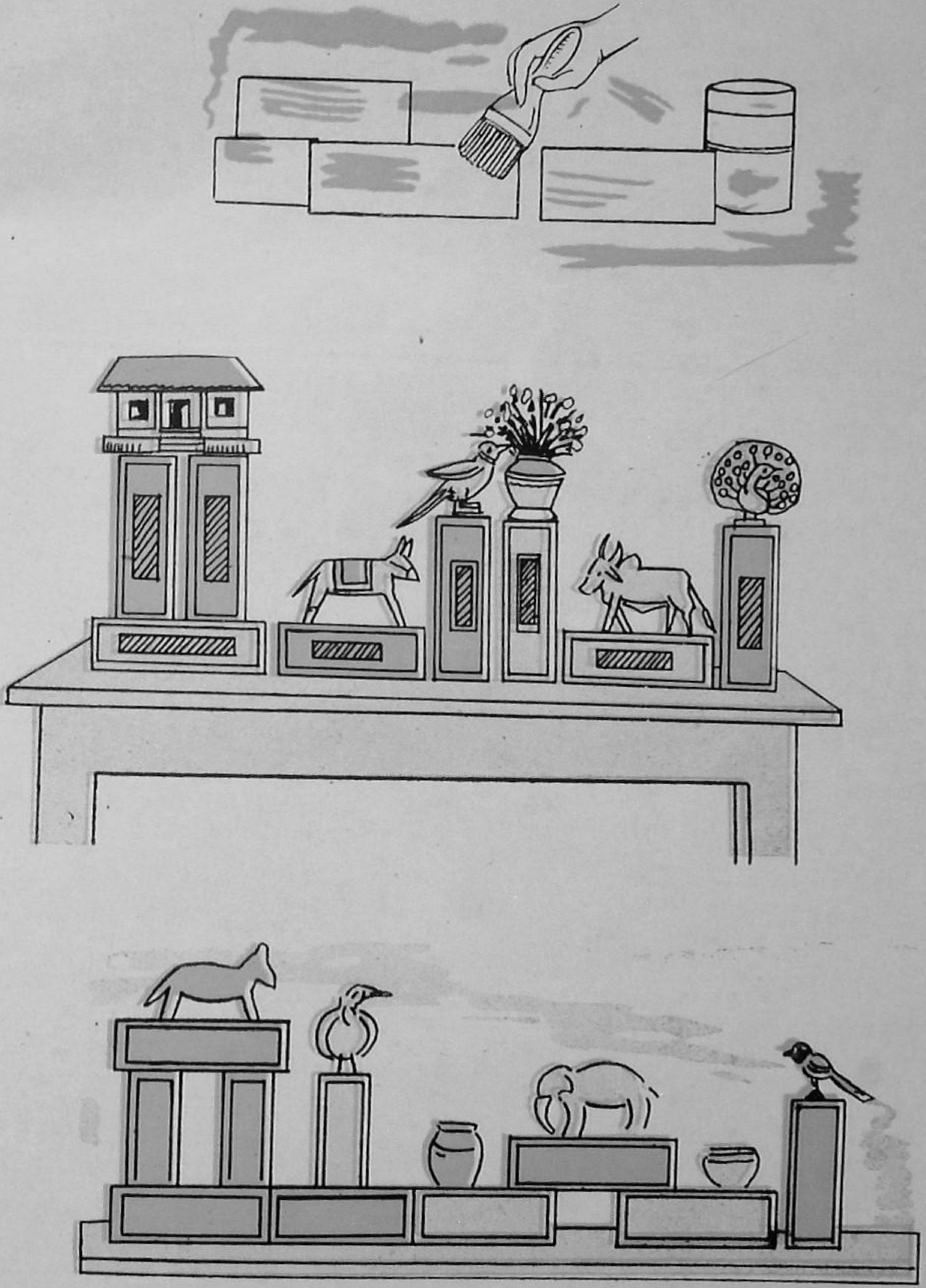


Straw and grass can be used as background on display board. In this picture, it has been shown how exhibits are displayed on the bamboo pillars and against grassmade walls or chatai etc., Bamboo mat, mats, prepared with coconut leaves etc. can be used as background.

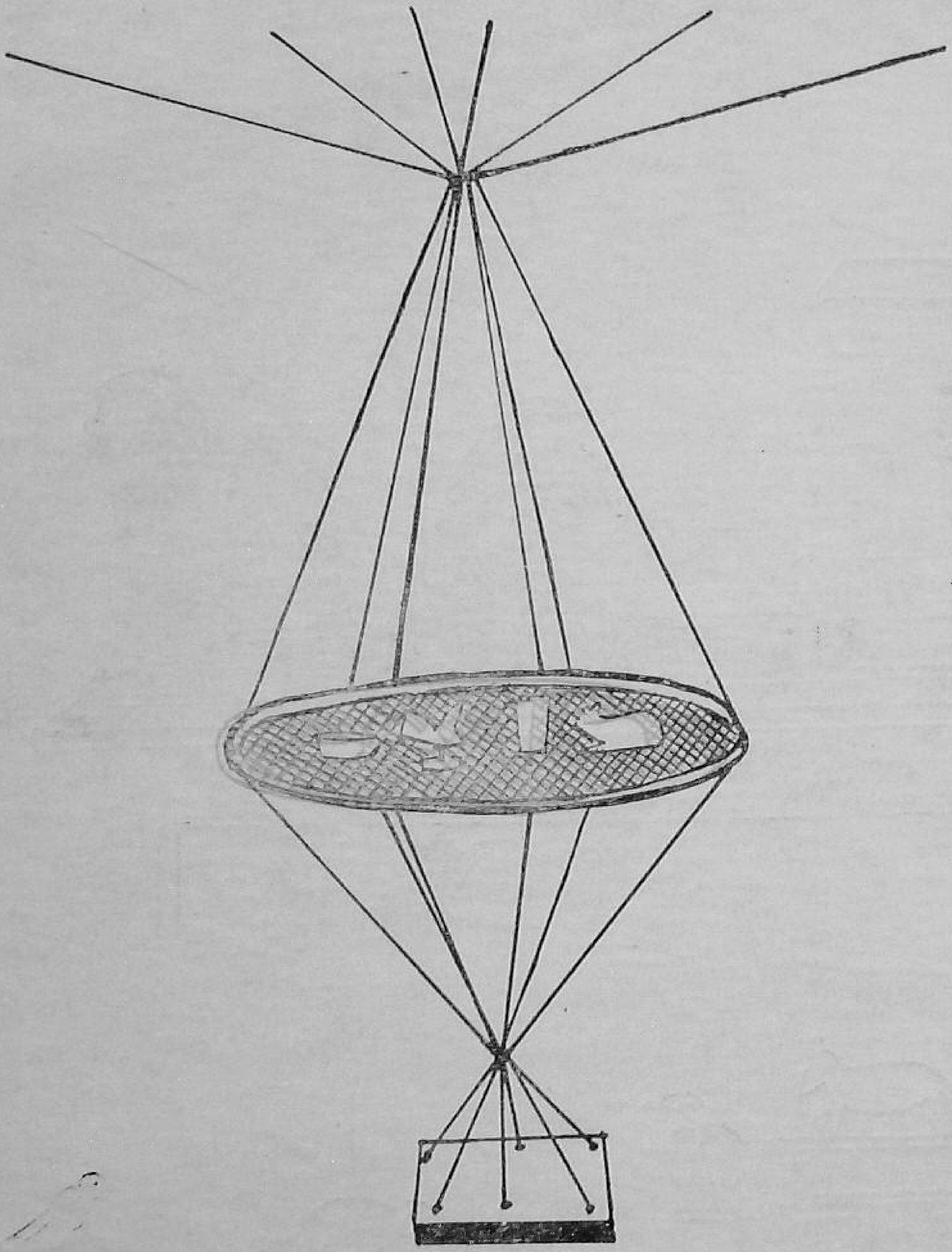
To decorate the centre of a big hall of the Information Centre, Museum or Exhibition, this type of display arrangement can be done. If available some flower tubs can be placed around the display arrangement.



In the display of craft work, toy's utensils etc. stands could be prepared as shown in the diagram. There could be many variations of such stands which should be designed according to the availability of space and the craft to be exhibited.

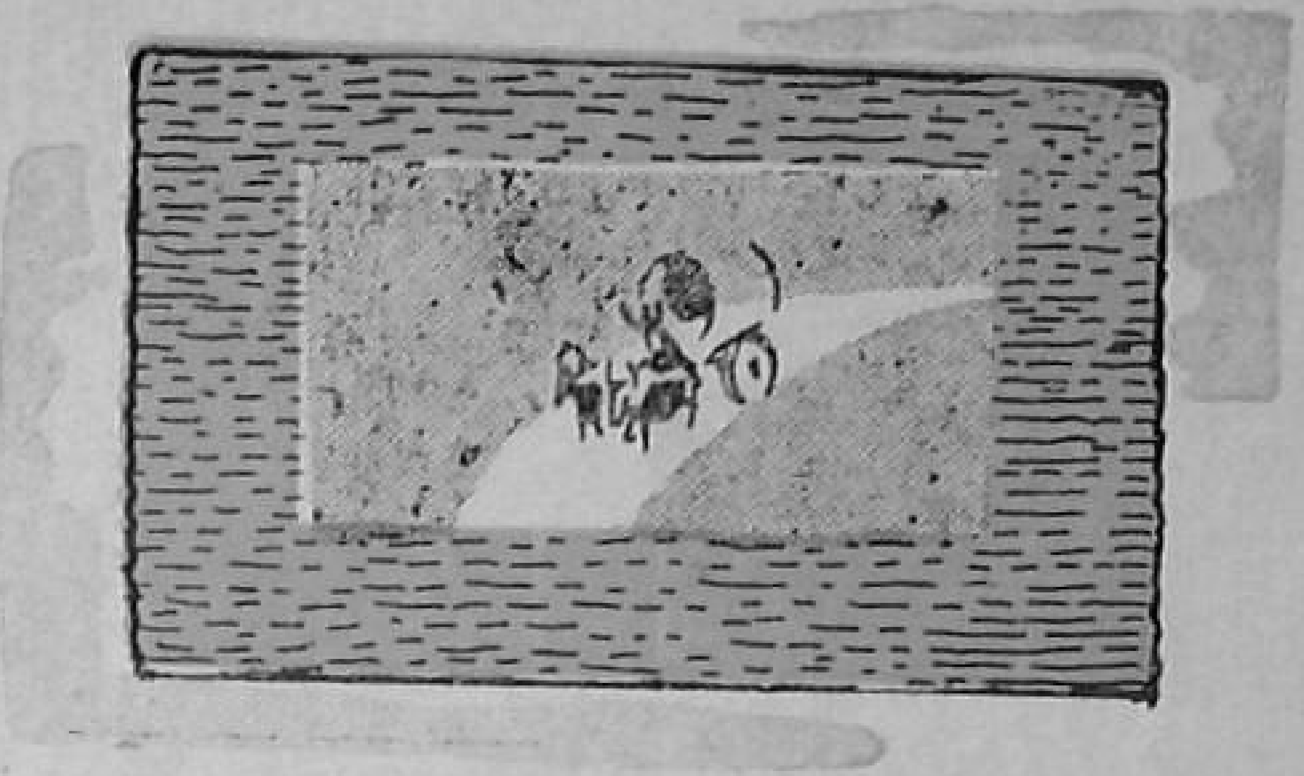


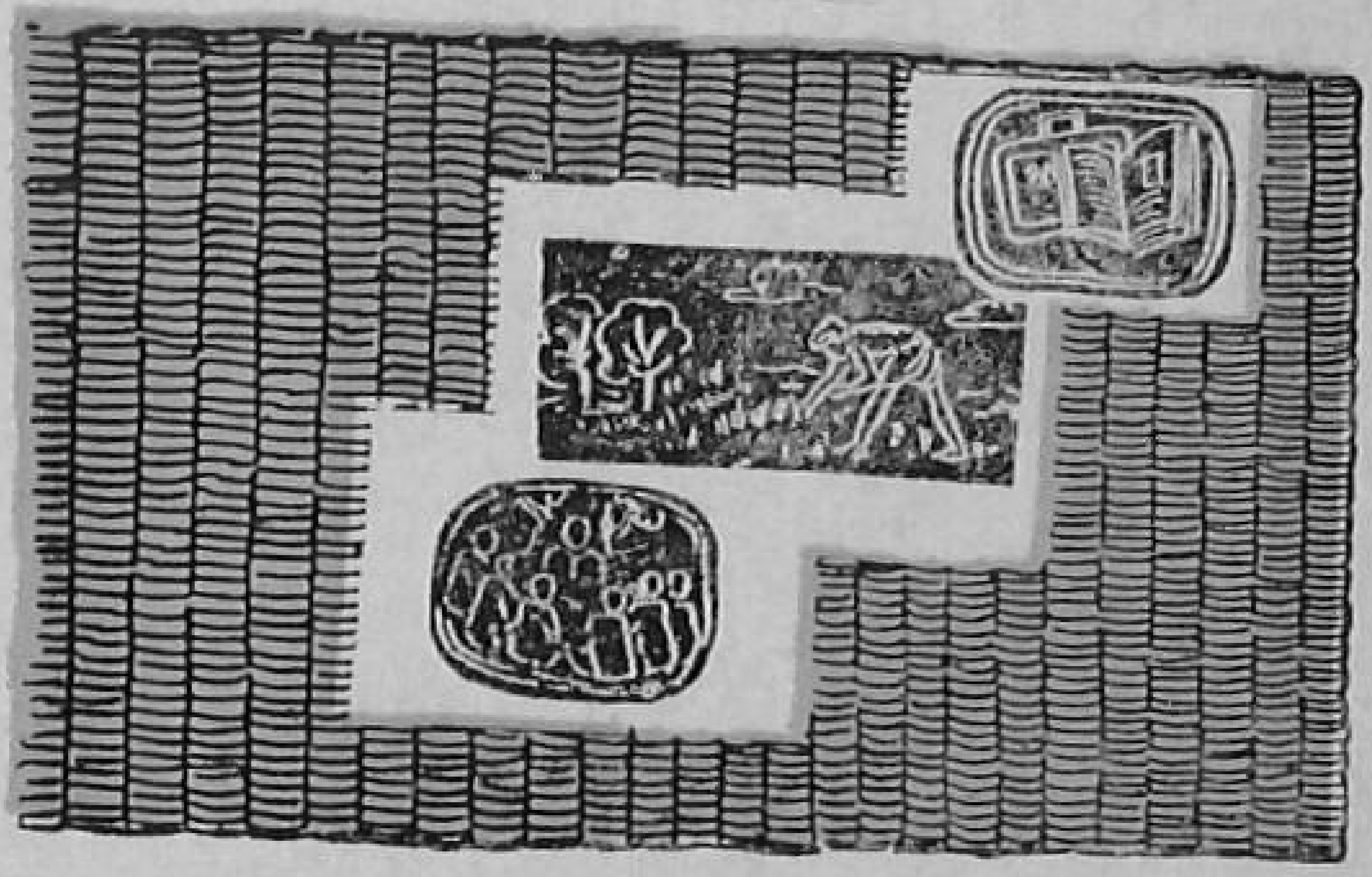
Small Play Toys, Papier-Mache, Ivory or Wood work can be displayed on the bricks which can be coloured as shown in the diagrams.



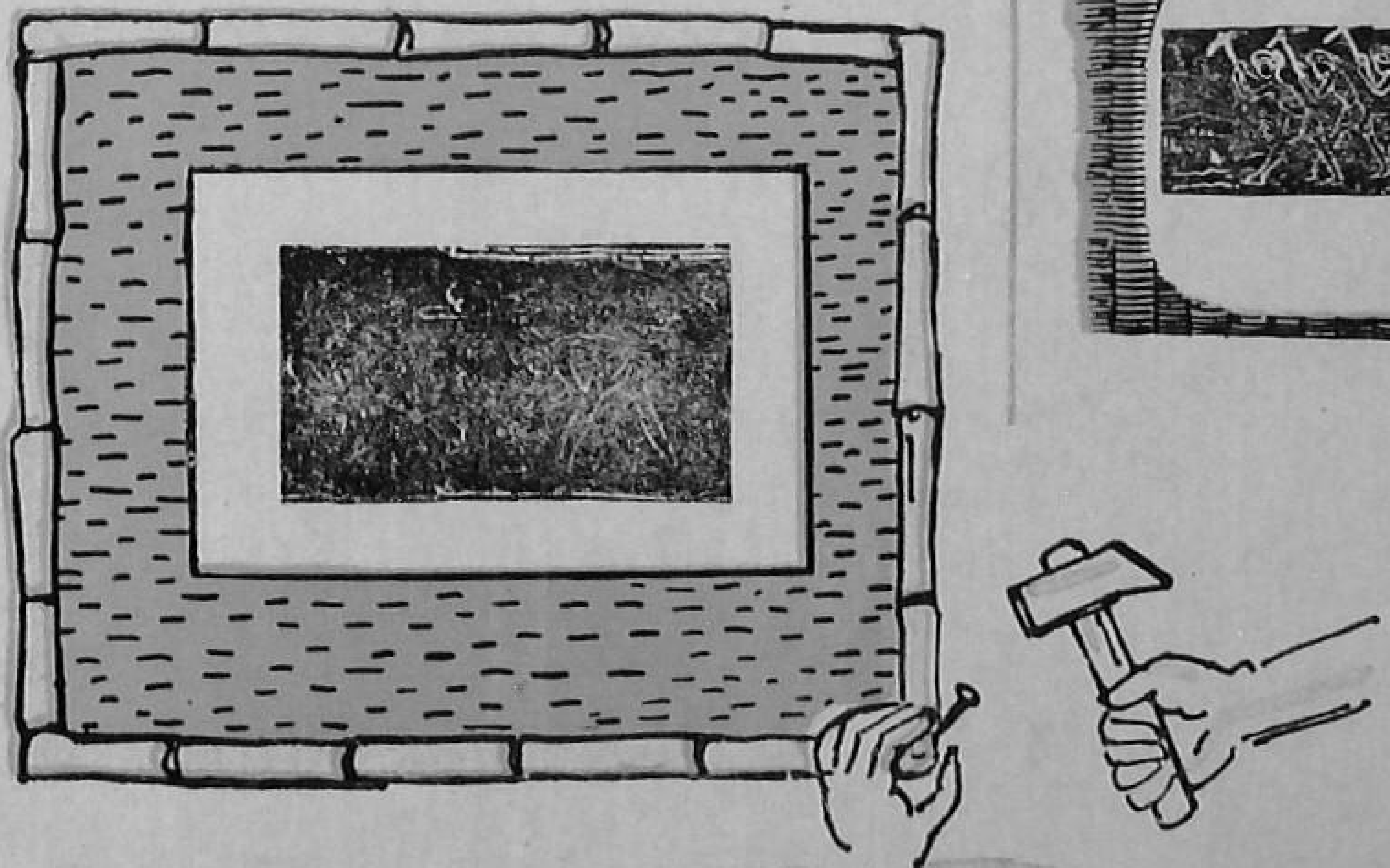
For display of small articles in the centre of a big hall, a bamboo-made *dala* can be hung with ropes or *rassis* and placing a weight made of wood as shown in the picture.

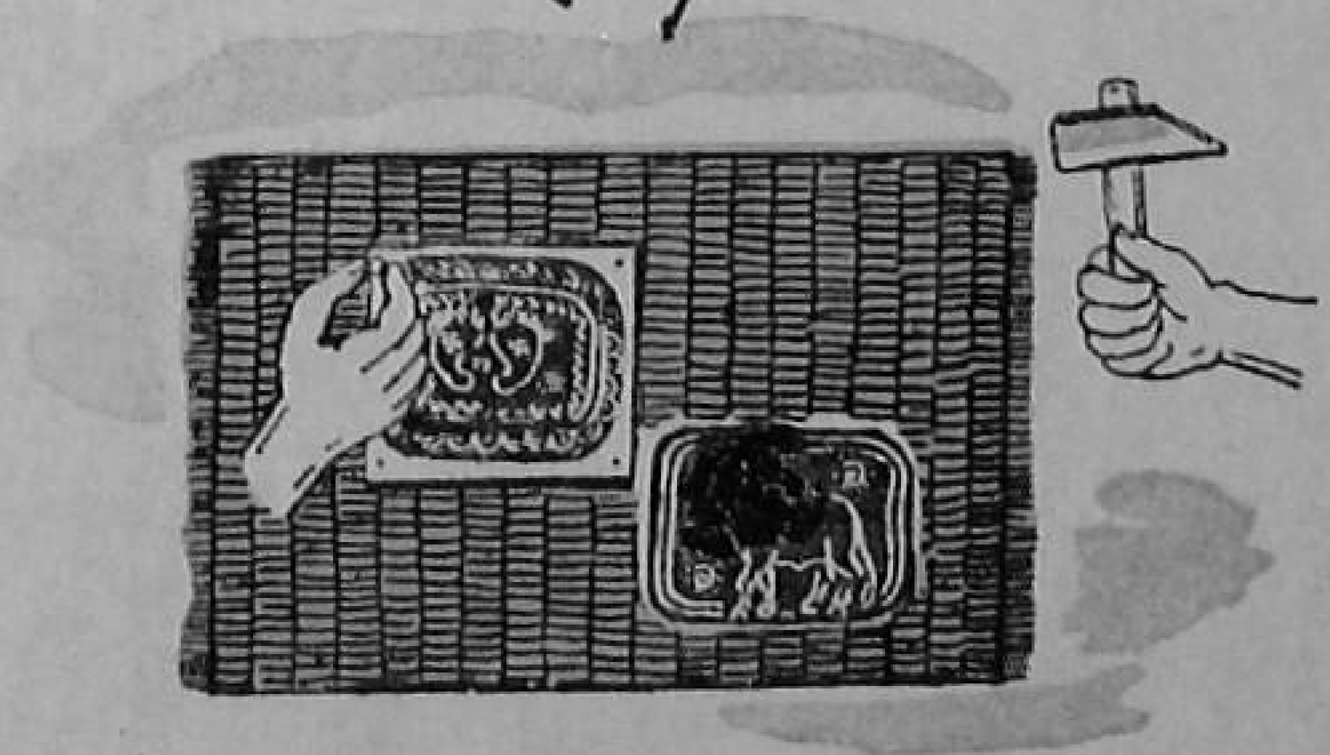
Mounting and Framing

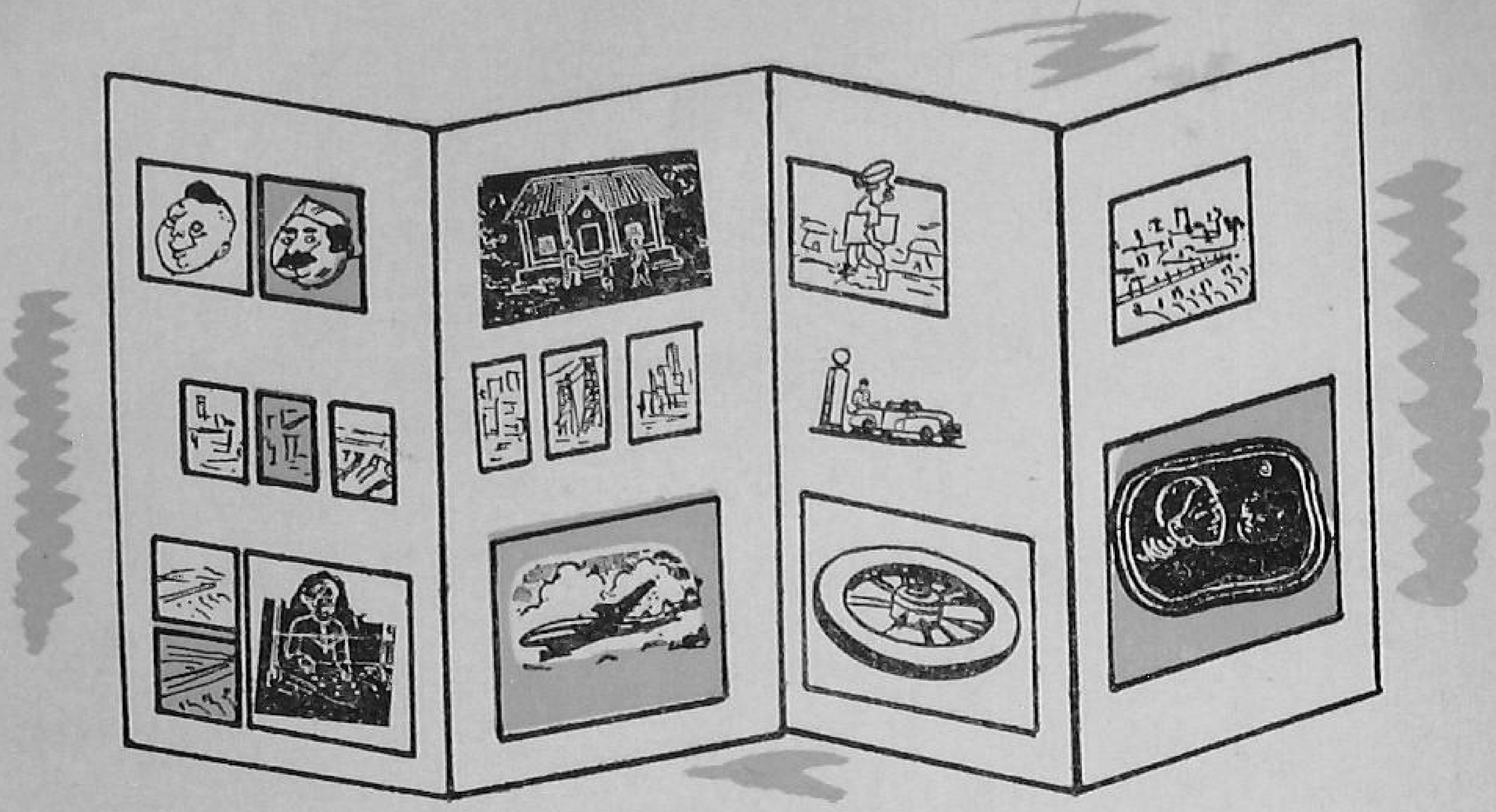




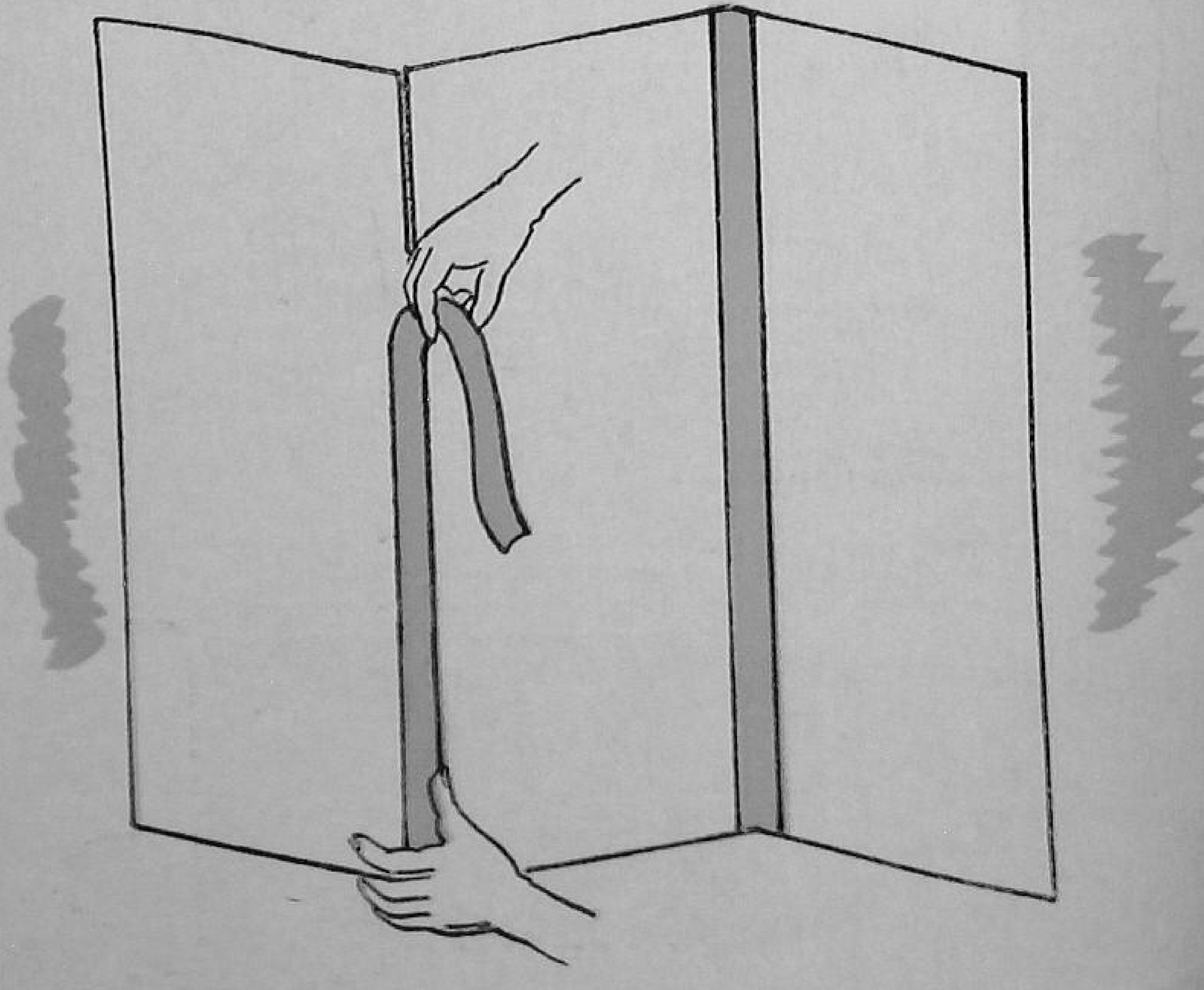
Exhibitions can be arranged with chatais of various types available in the villages which can be fixed on the mud walls in the villages and these chatais will provide a very good background for fixing any of the visual aids.

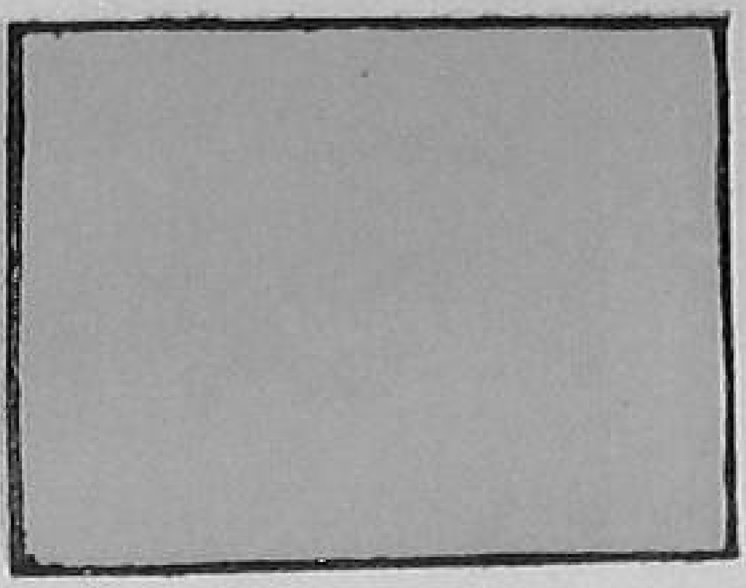




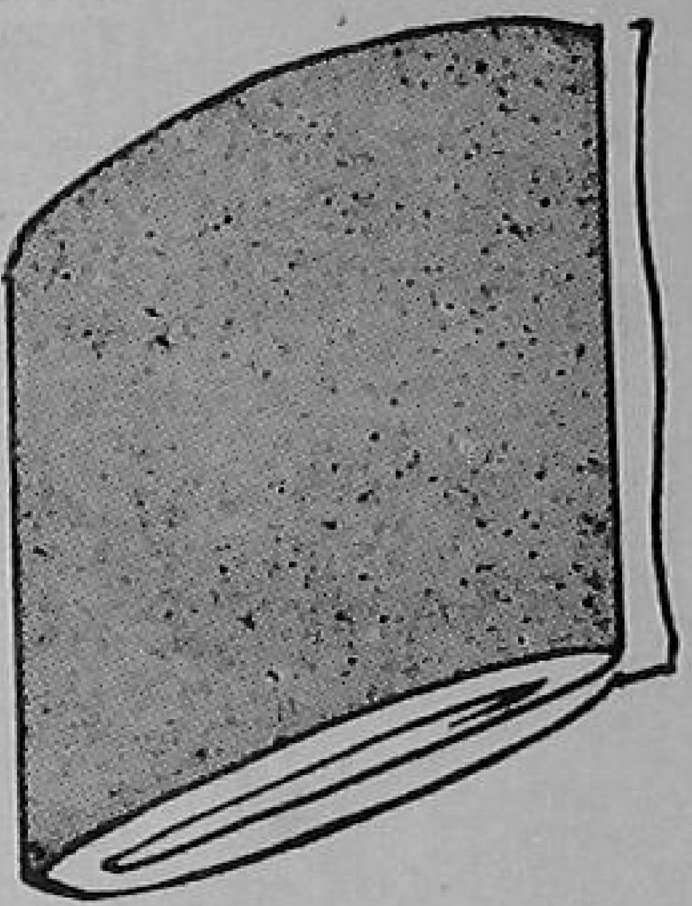


Cardboard Folders can be prepared in a very simple way by using adhesives and these folders can carry some of the visual aids like flash cards, flannelgraph etc., which can be just opened and displayed even on a charpai.

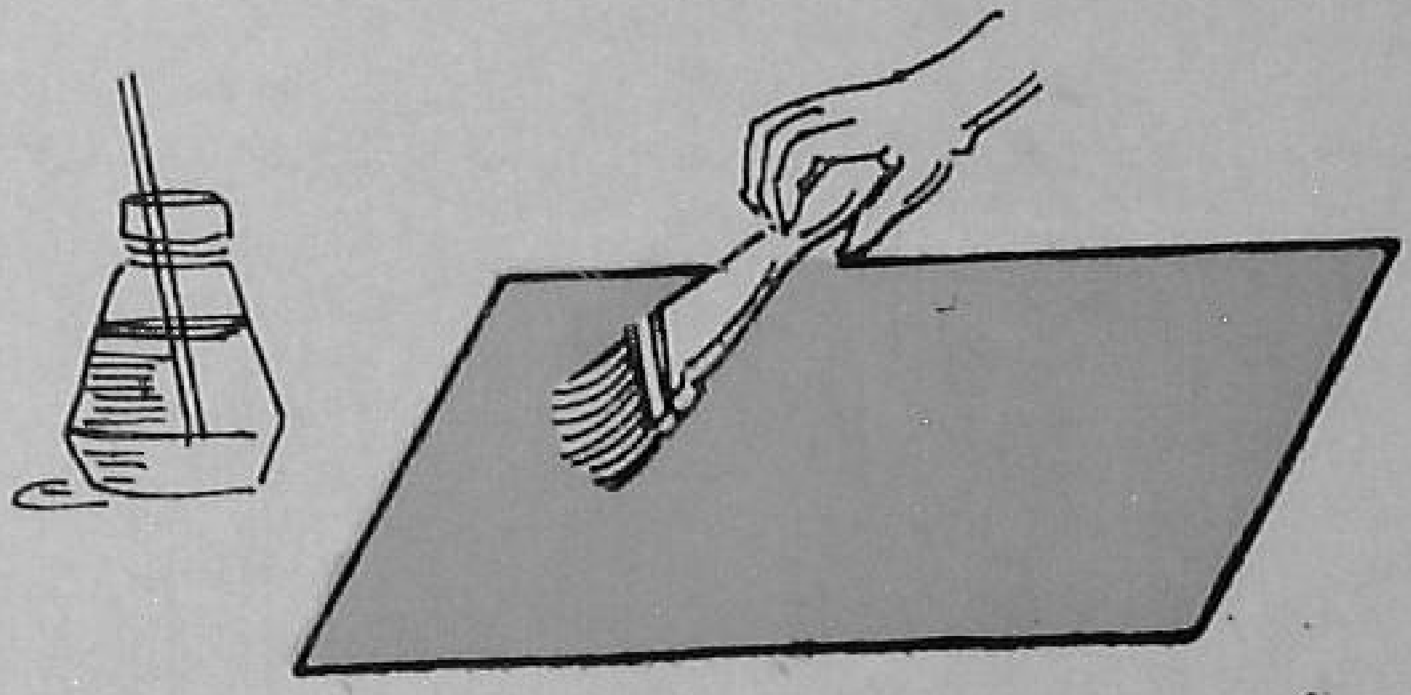


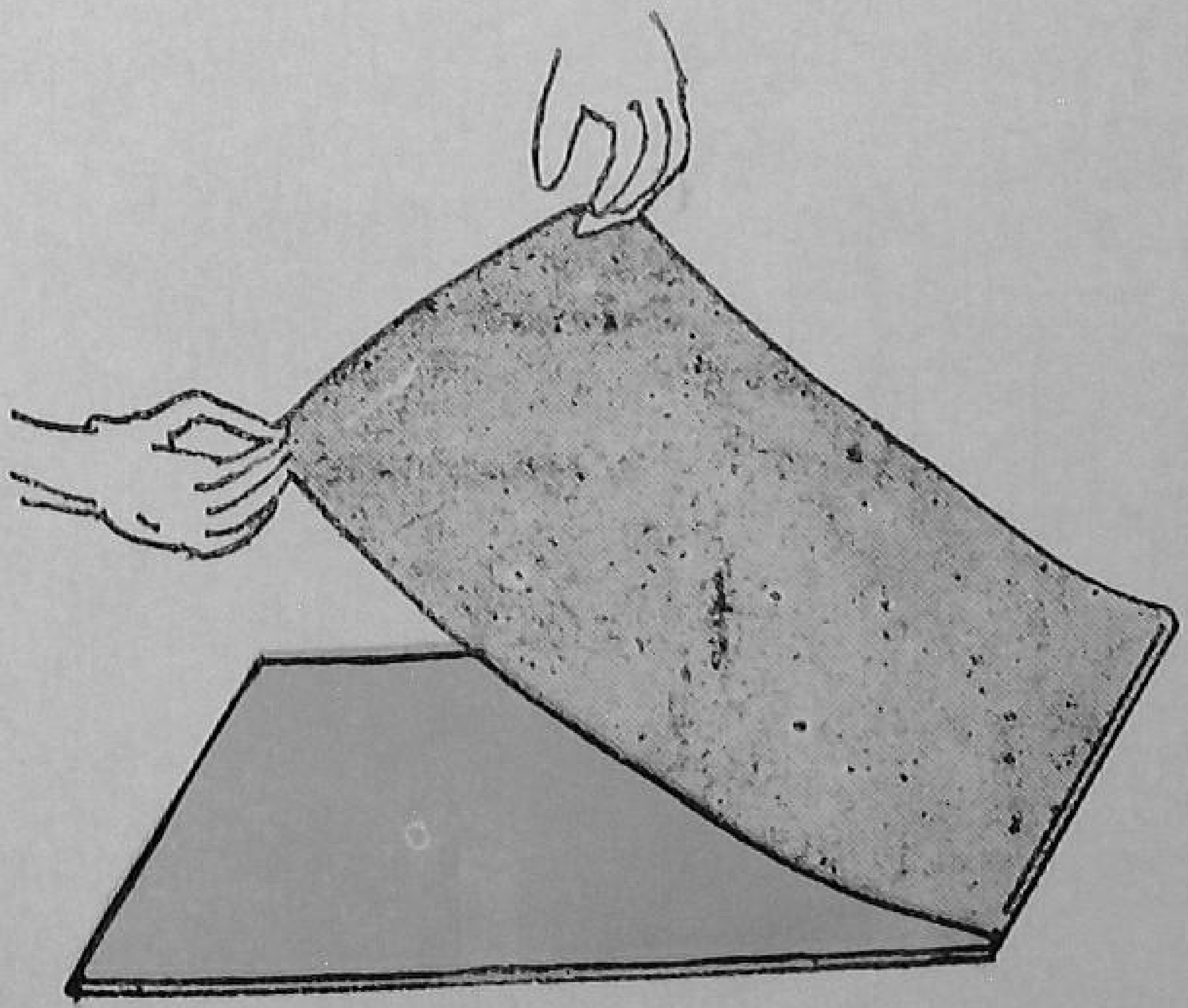


Cardboard mounting or clothboard Mounting is in vogue for displaying pictures or illustrated materials at the time of exhibitions.



Gum should be evenly spread on the cardboard on which the cloth will be placed taking care that no crease or wrinkle is formed on the surface and then it is pressed hard with hands and placed under a uniform load of bricks or inverted table or books etc.

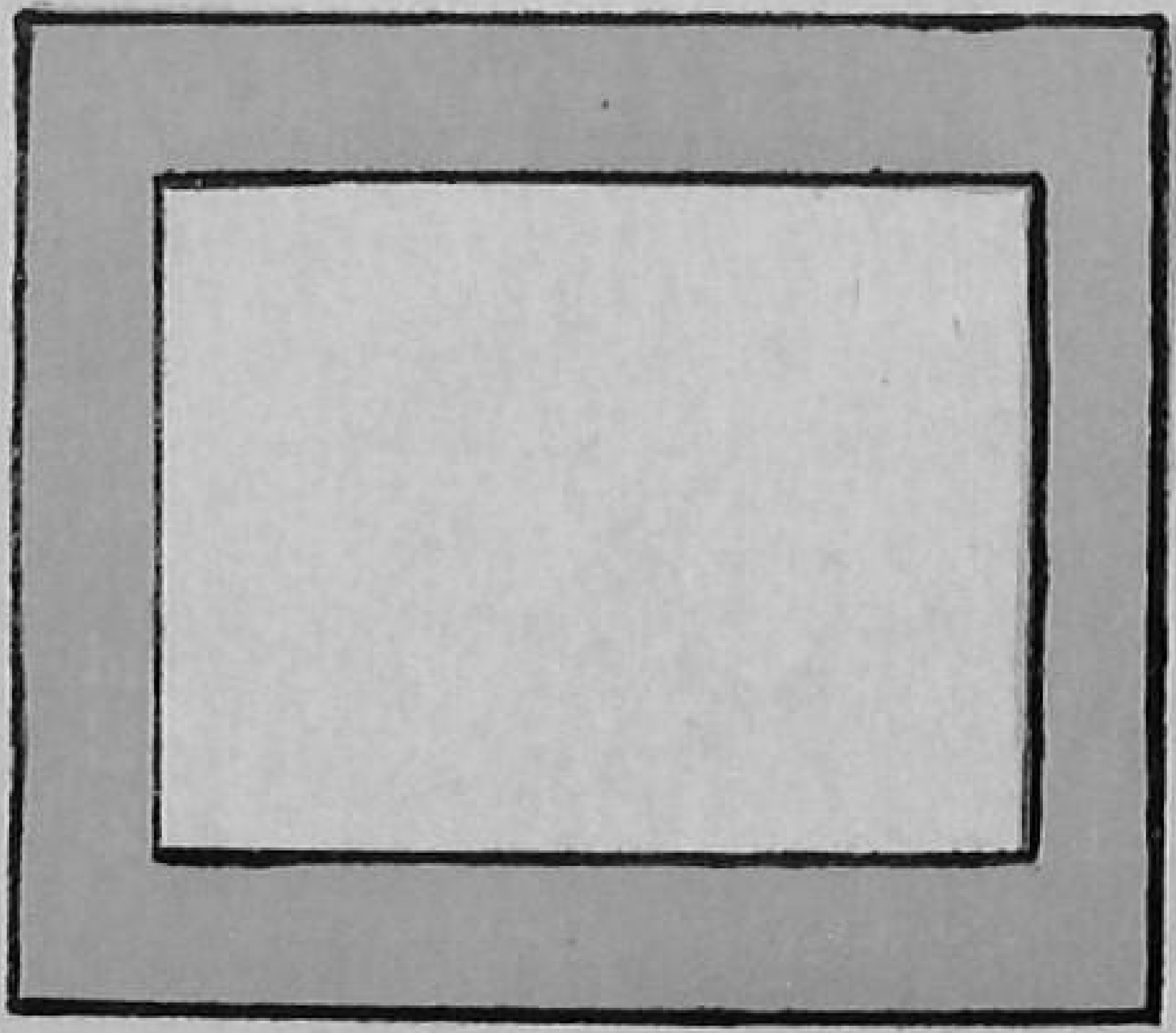


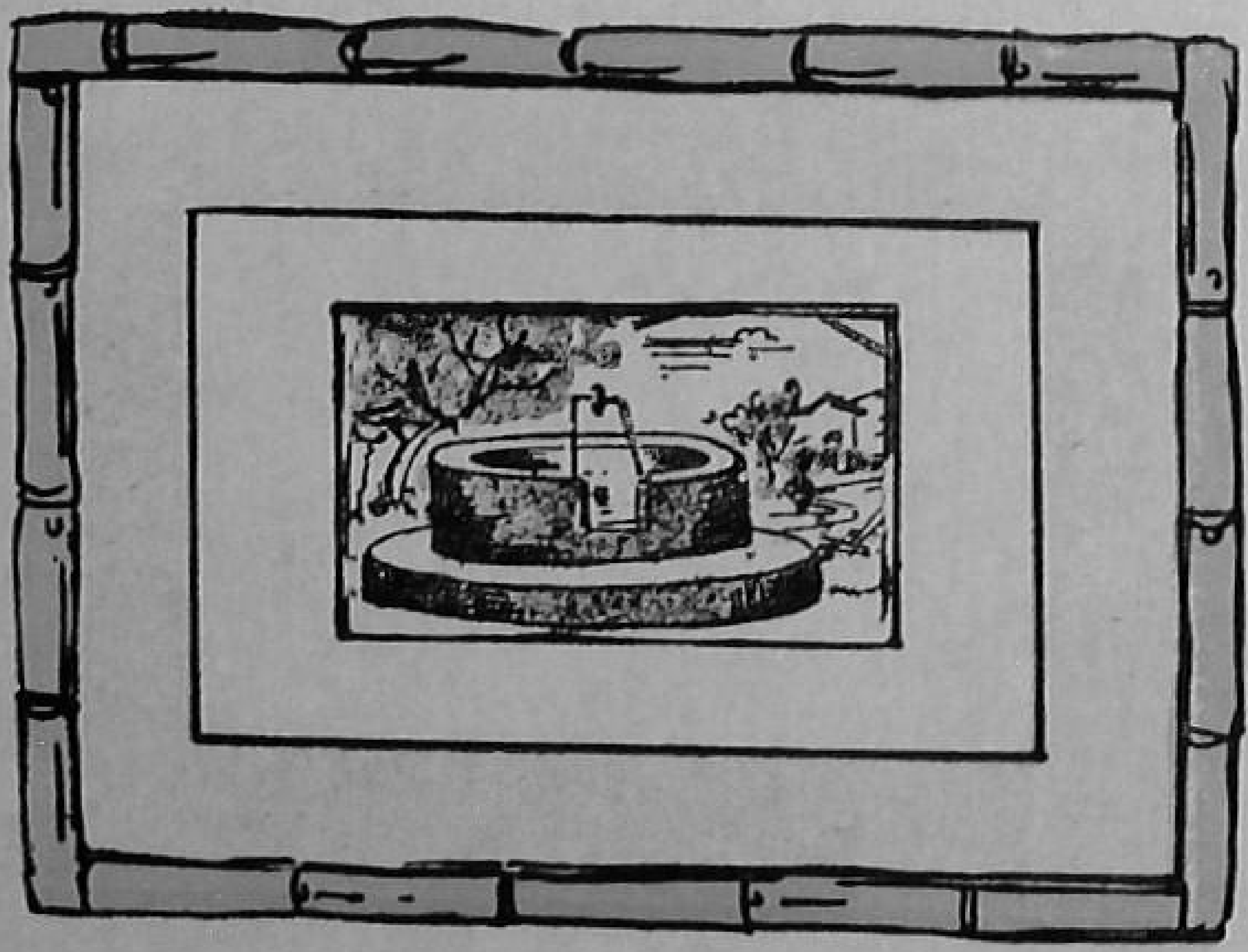


The clothbound cardboard will be very serviceable for the simple reason that the cardboard on the edges will not break off or wear off and moreover the texture of cloth will provide an added charm for the mounted picture.

The picture can be pasted on the mounting clothbound cardboard with the help of paste or any other adhesive uniformly spread at the back of the picture.

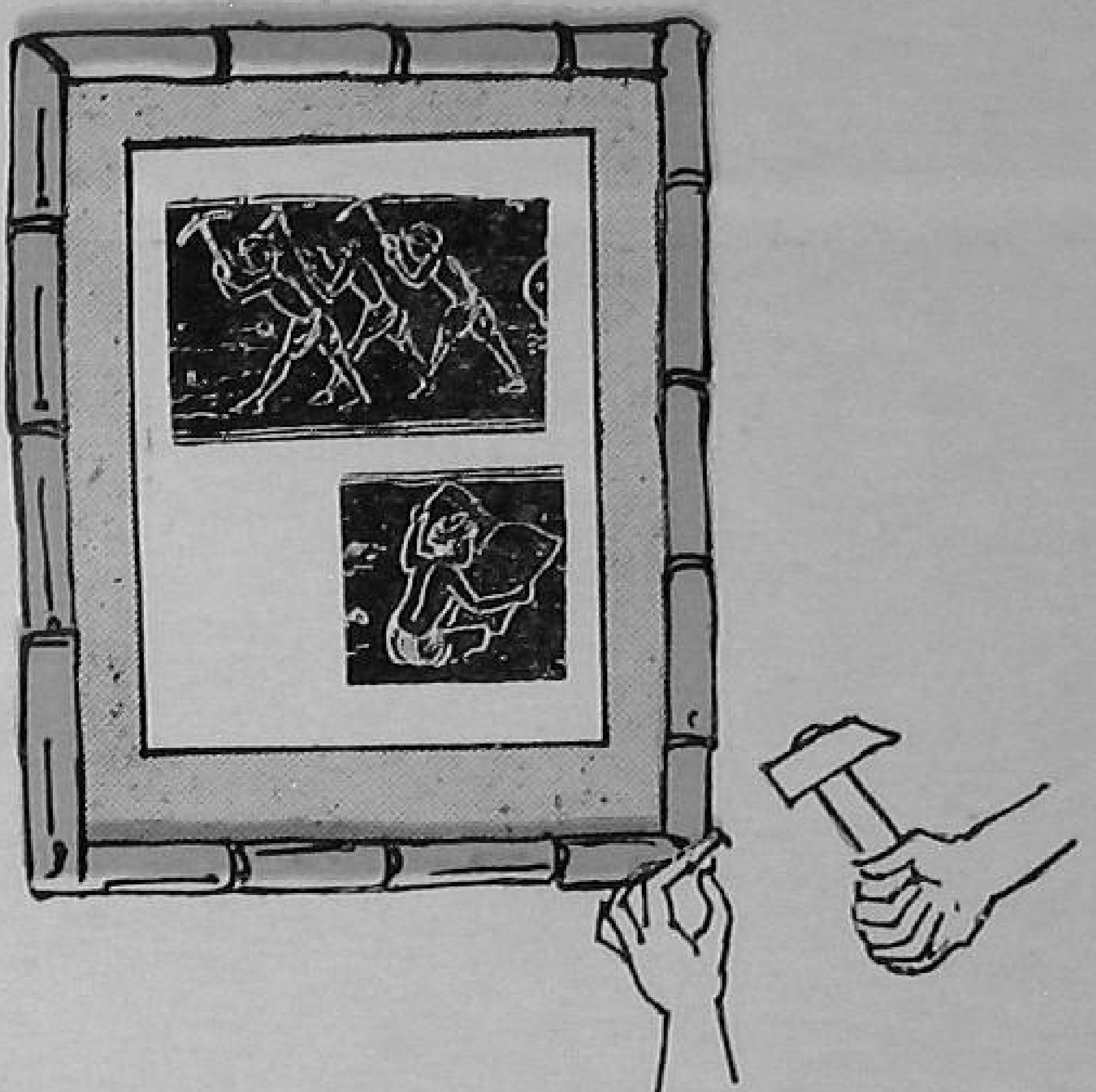
Such pictures can be framed with strips of bamboos which can be cut into two equal halves.

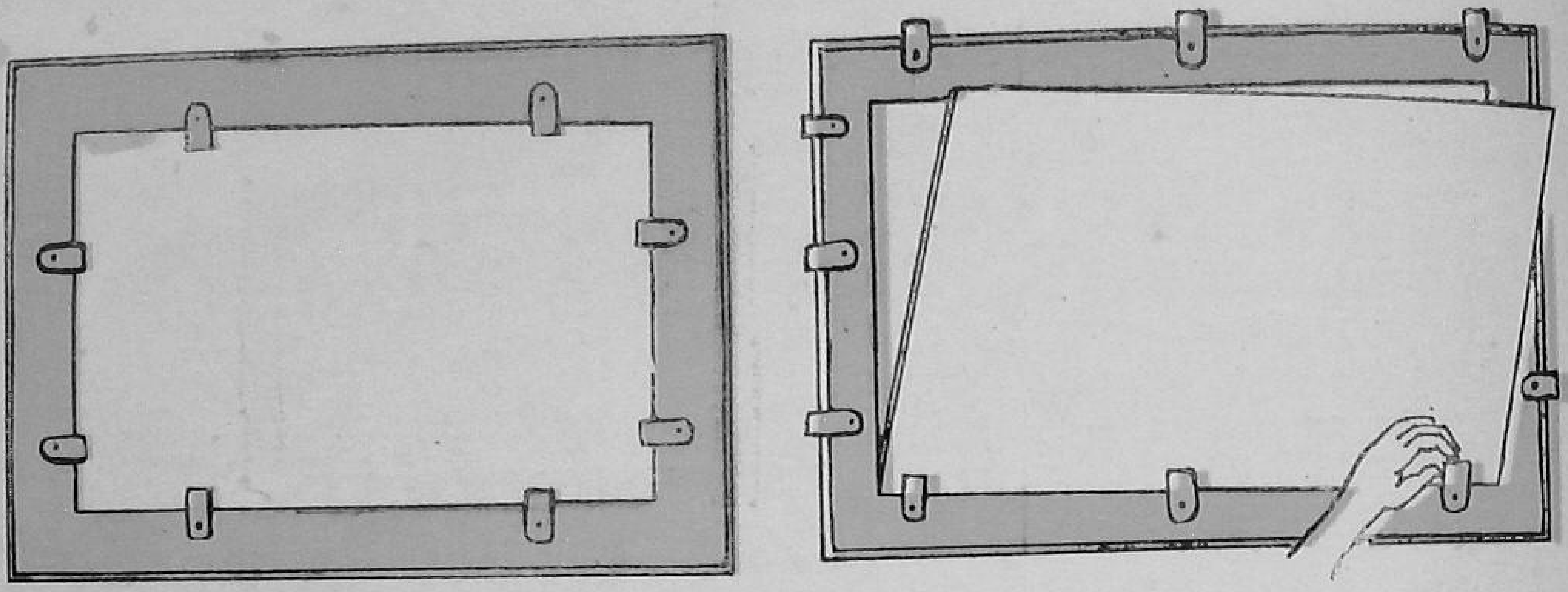




Flat portion to be placed on the top of the cardboard and nailed as shown in the diagram.

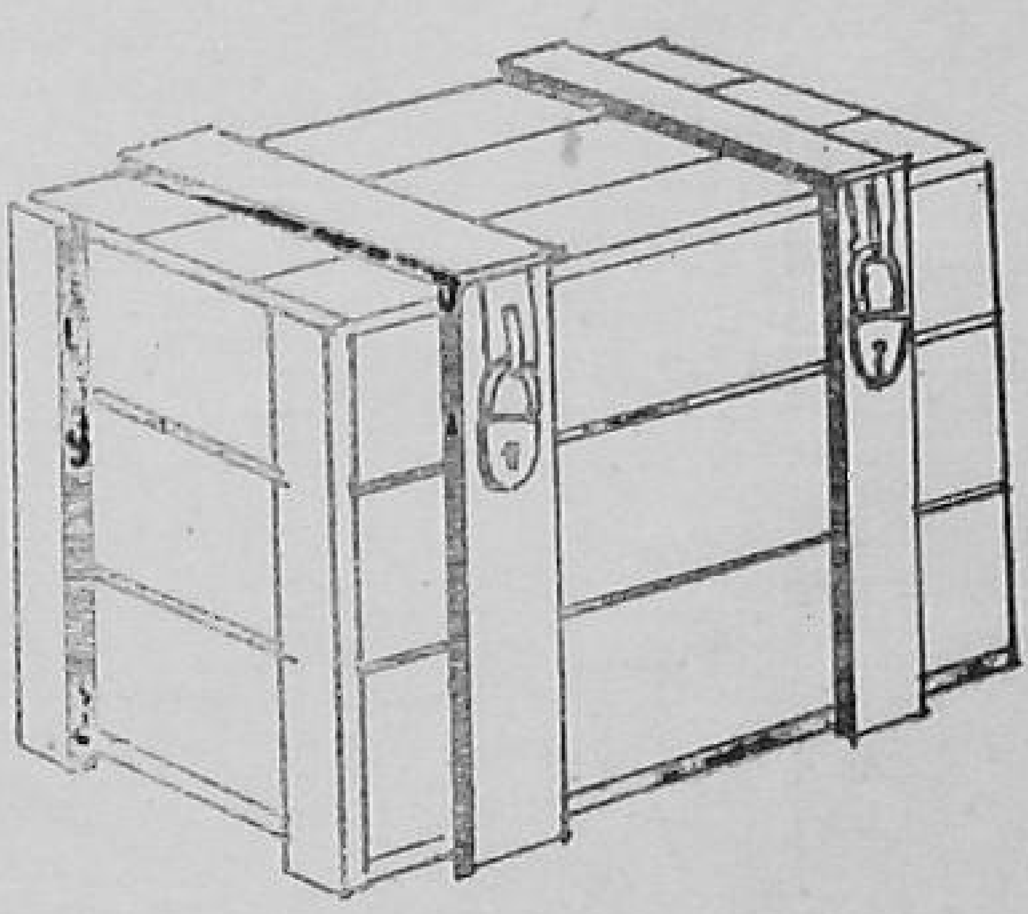
Series of pictures pasted on clothbound cardboard can be framed with longer horizontal strips of bamboos with vertical strips separating one picture from the other.





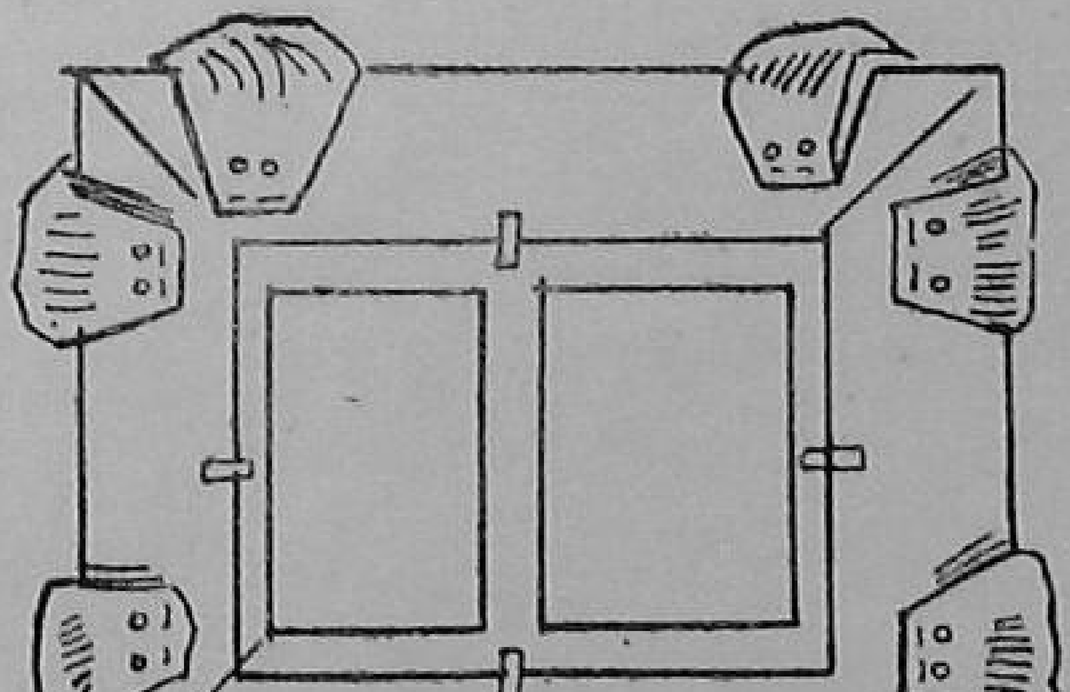
Framing of Pictures costs a little too much to be afforded frequently. For this purpose a replaceable frame with catchets at the back may be made.

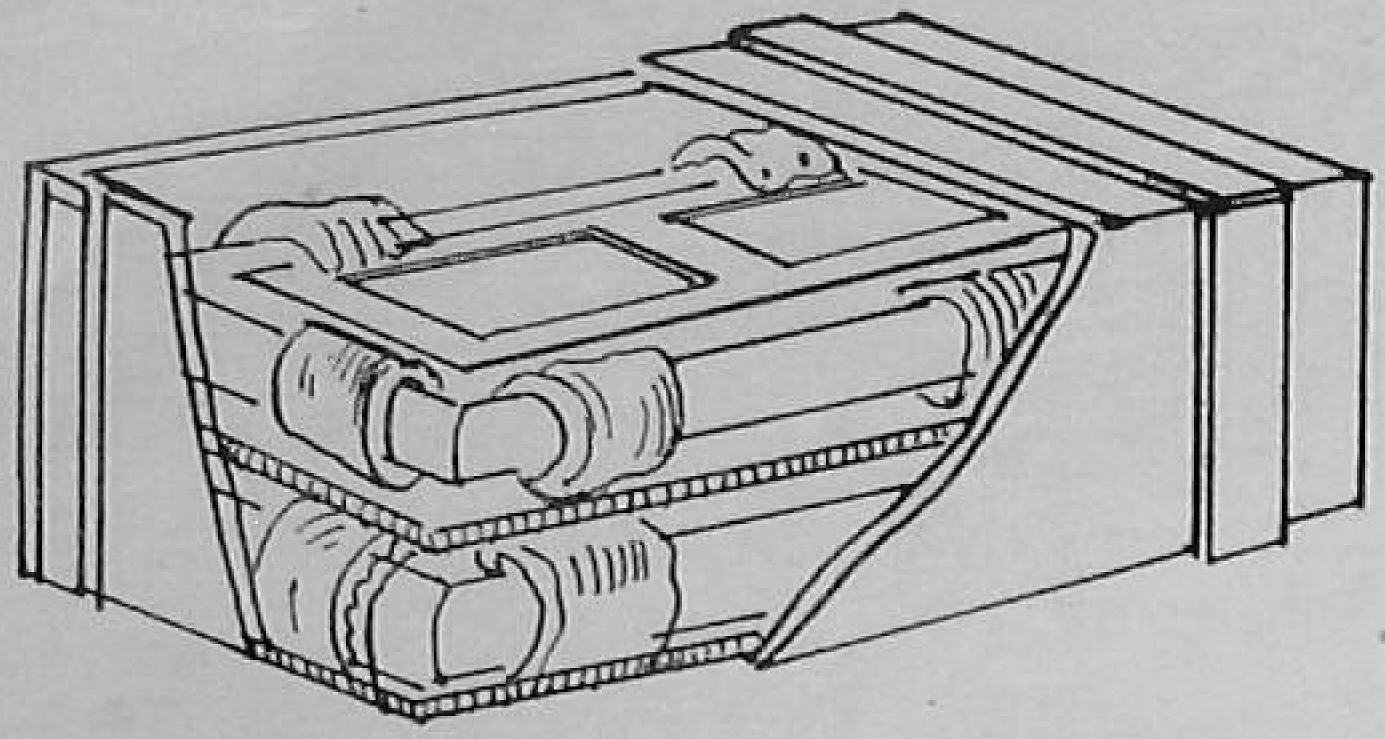
Packing



Carrying framed pictures or mounted materials has always posed many problems in the arrangement of exhibitions in rural areas.

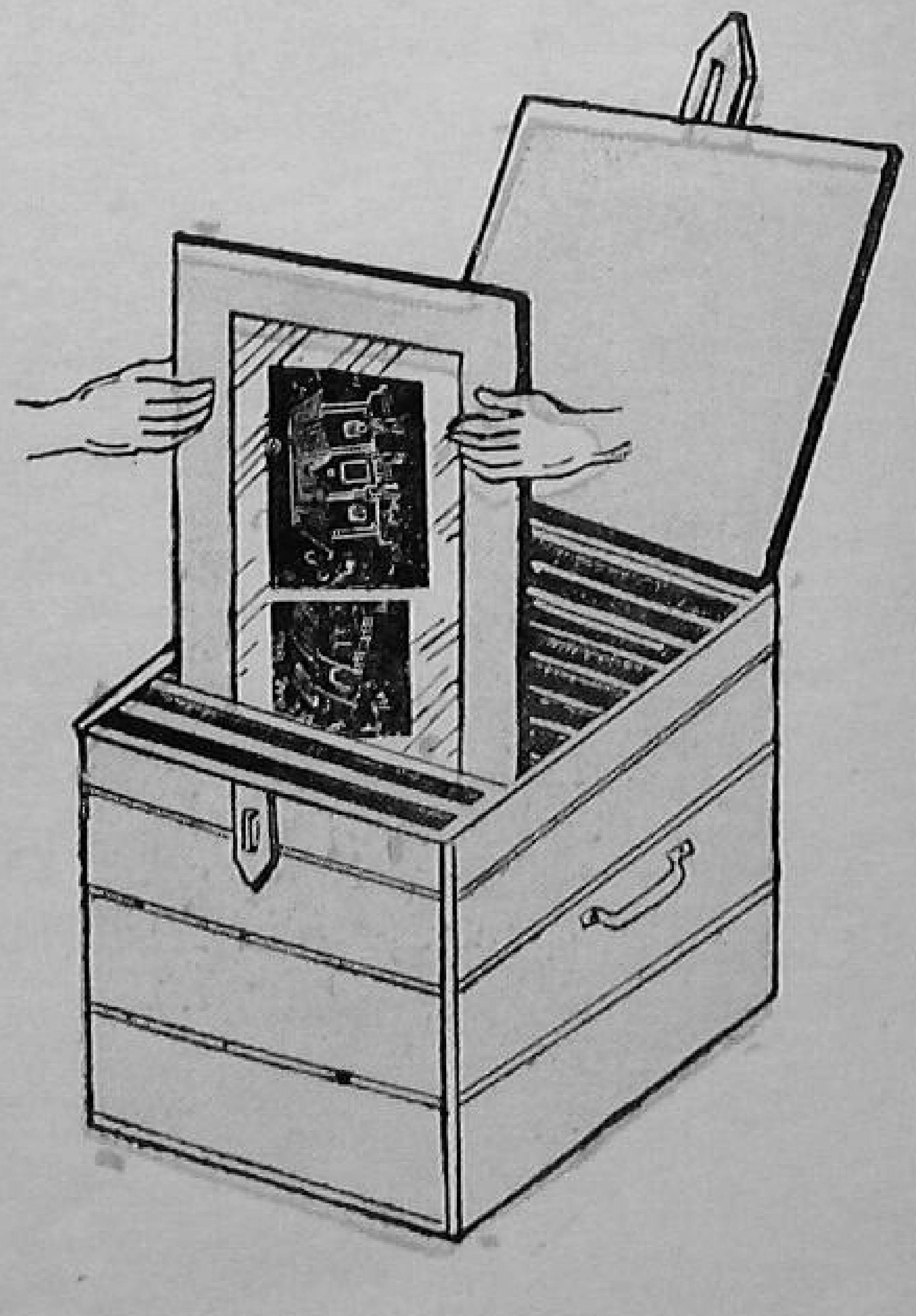
Crates, which can be opened properly and can carry the pictures as shown in the diagrams, can thus be prepared at each block headquarters.

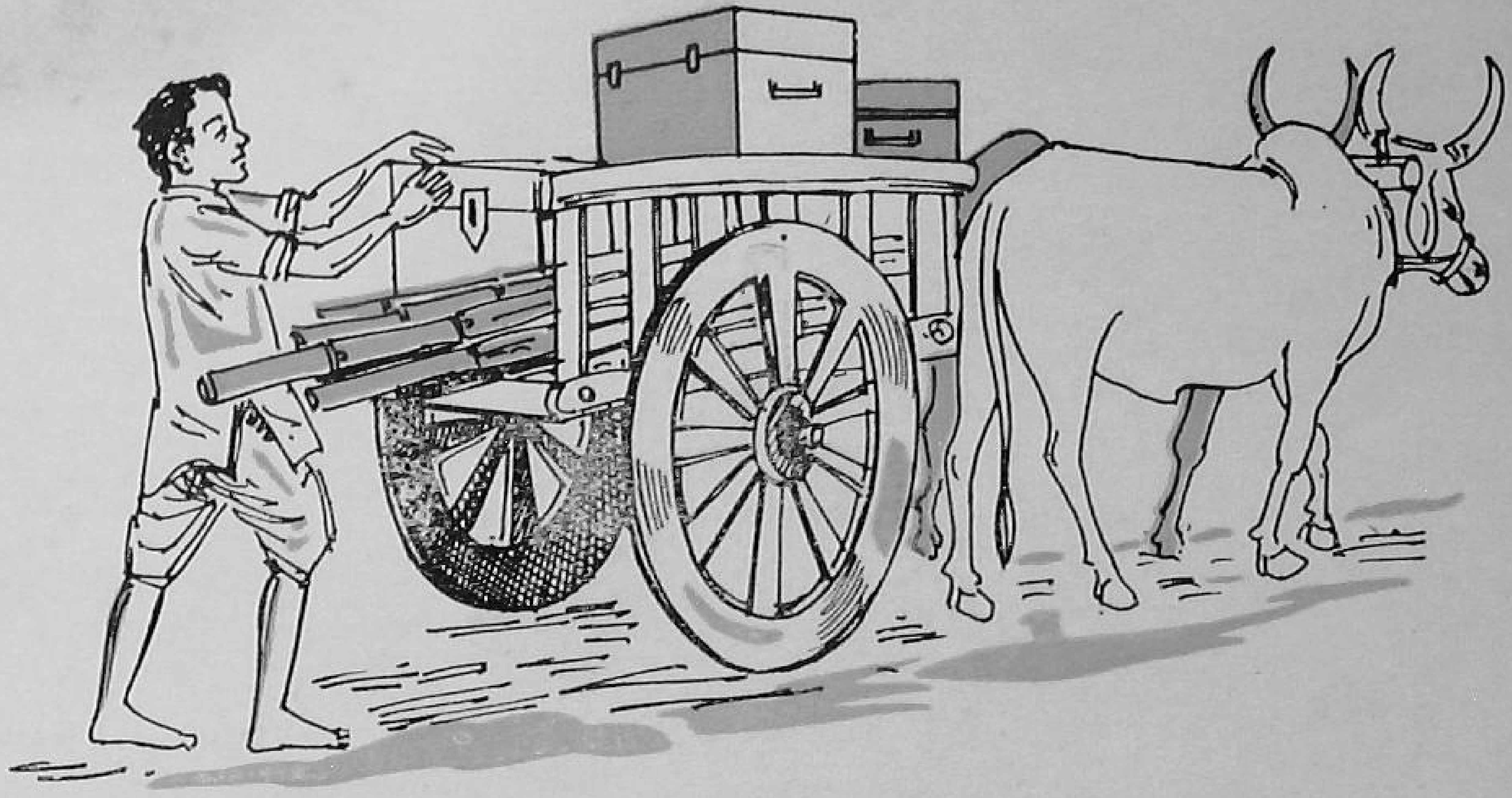




Framed pictures can be placed one against the other with packing around them as shown in the diagram. Thus, two pictures will not damage each other.

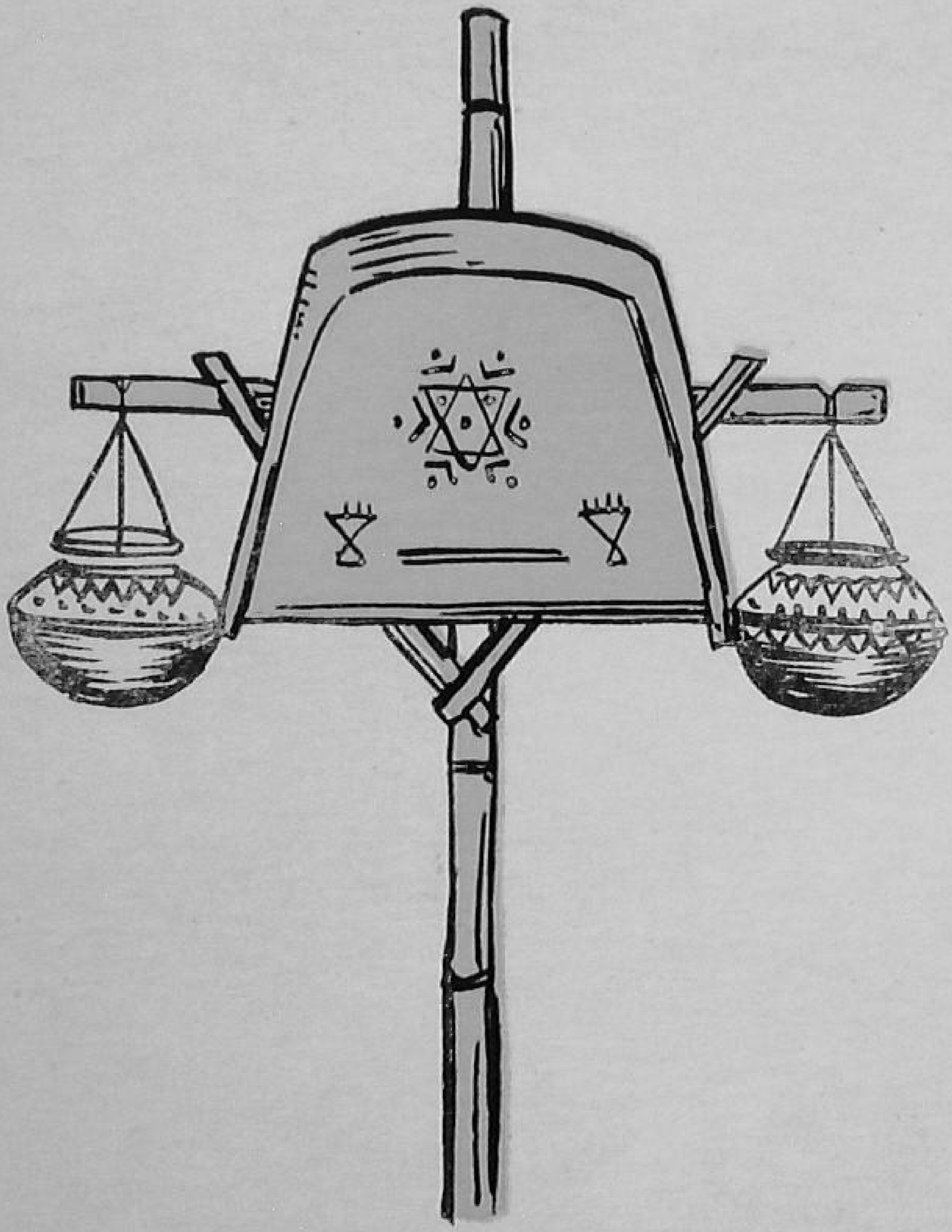
Mounted frames and pictures can be placed in a crate in which the sides will have wooden strips, which will keep each picture in its proper position without letting it move or damage another placed side by side. Such wooden crates will be very useful and serviceable.



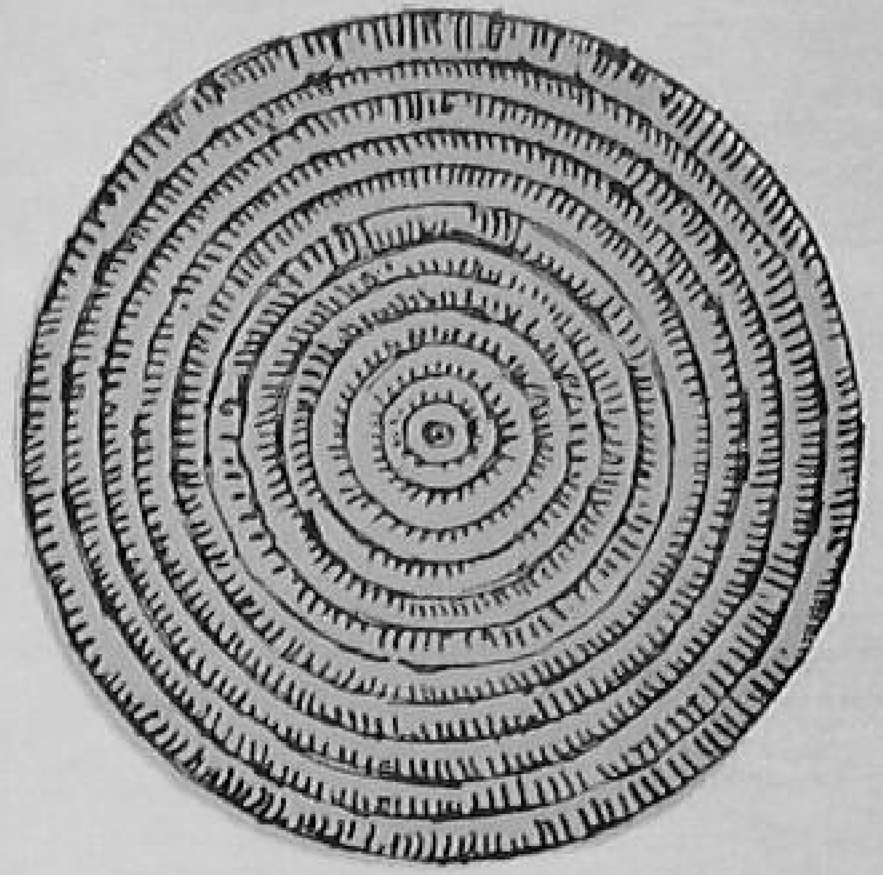


The materials can be loaded in a bullock cart and carried for exhibition purposes in the rural area.

Decorations :

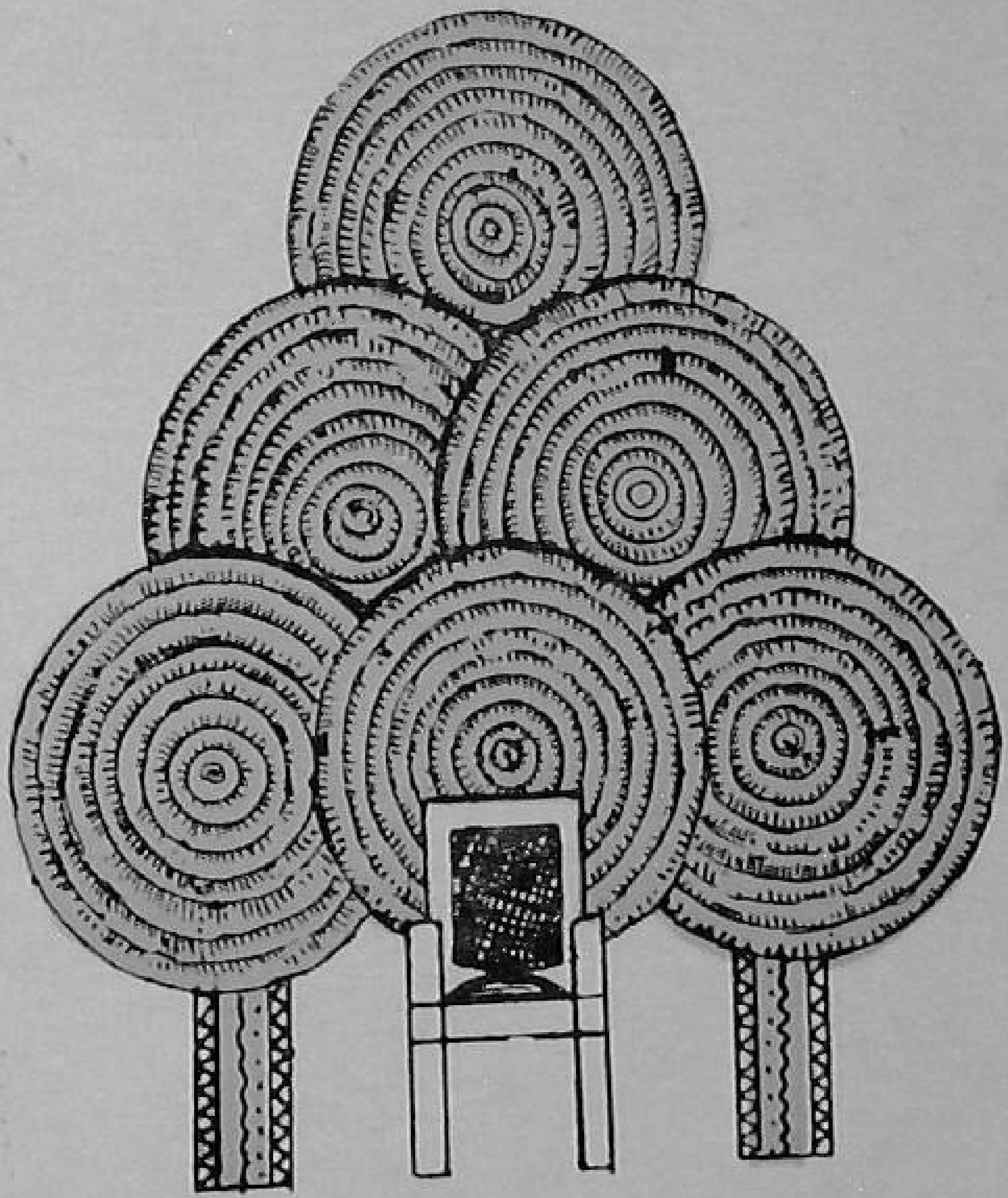


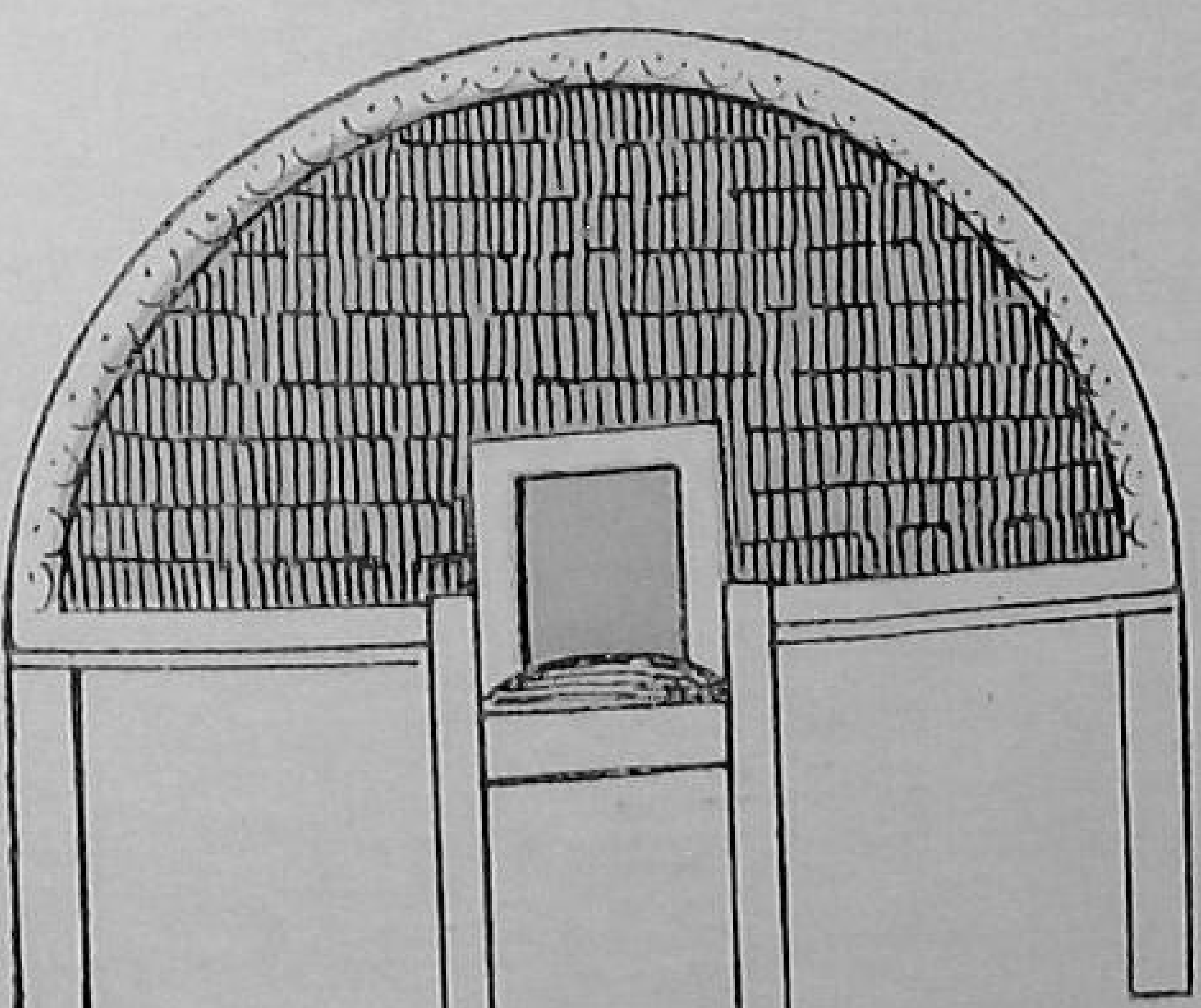
Decoration is a necessary item in an Exhibition or in a Mela. Decoration has to be effective simple and cheap.



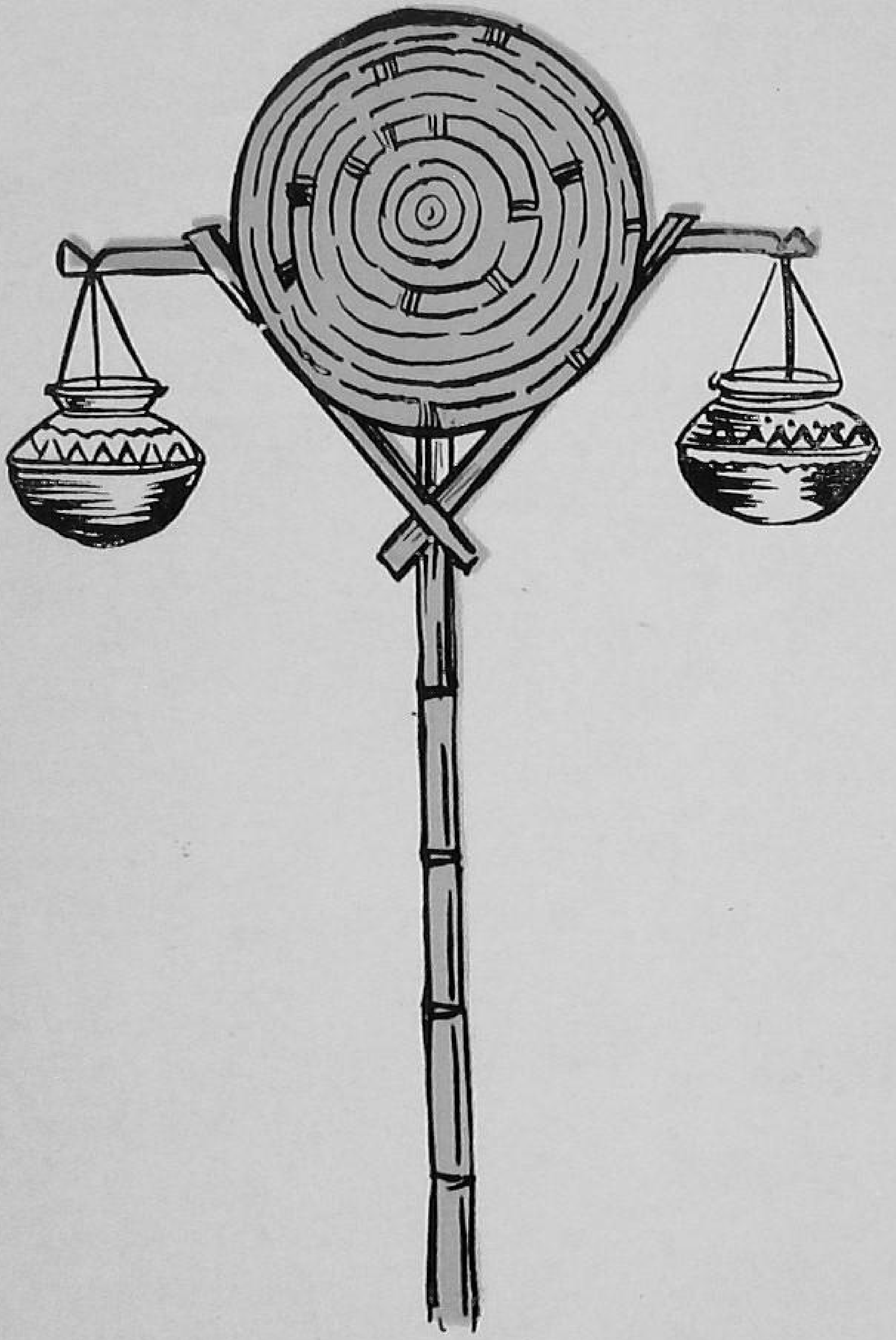
Mudhas are commonly prepared in the villages and can serve to decorate the dais or provide decoration around the exhibition area.

Mudhas can be fixed as shown in the diagram.

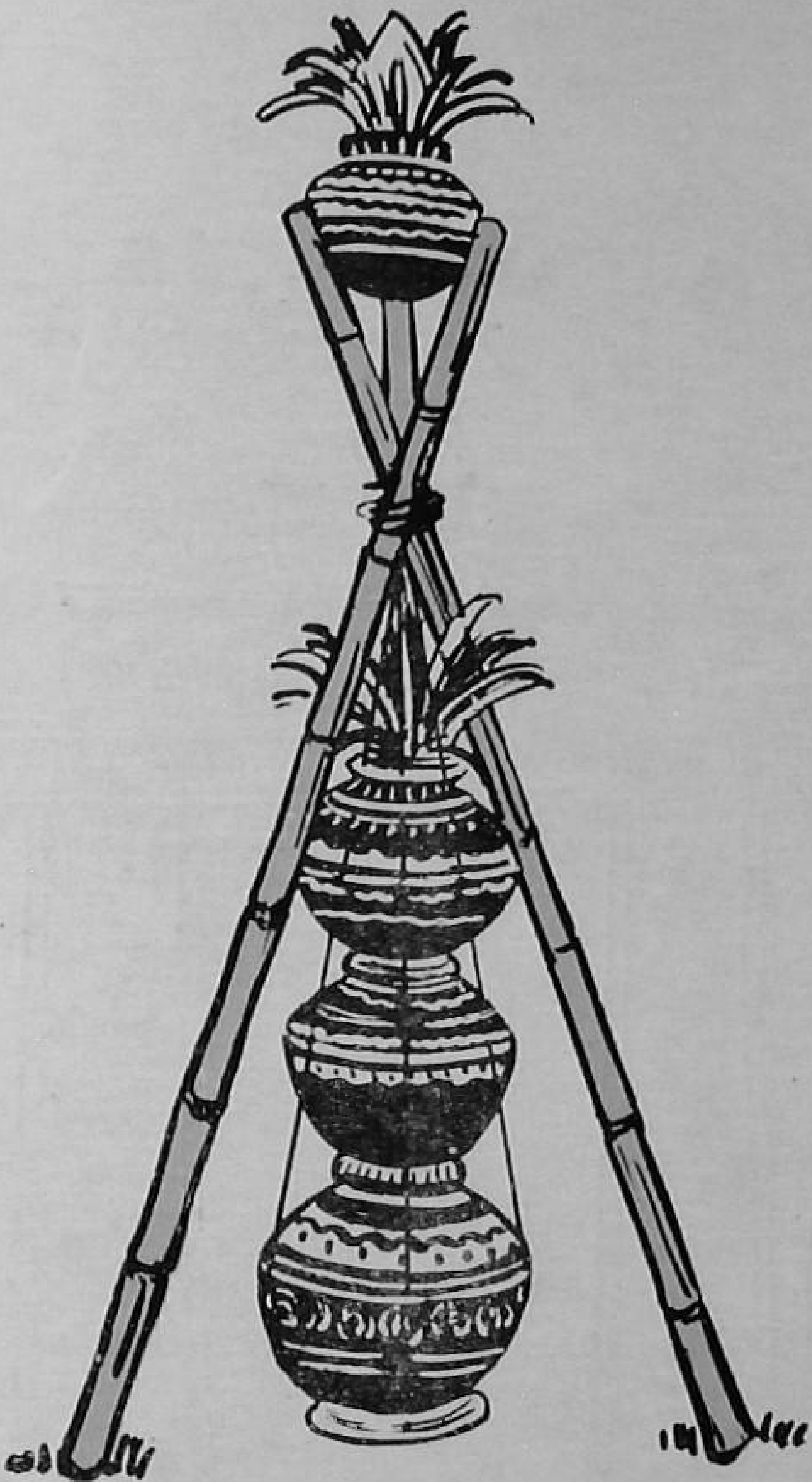




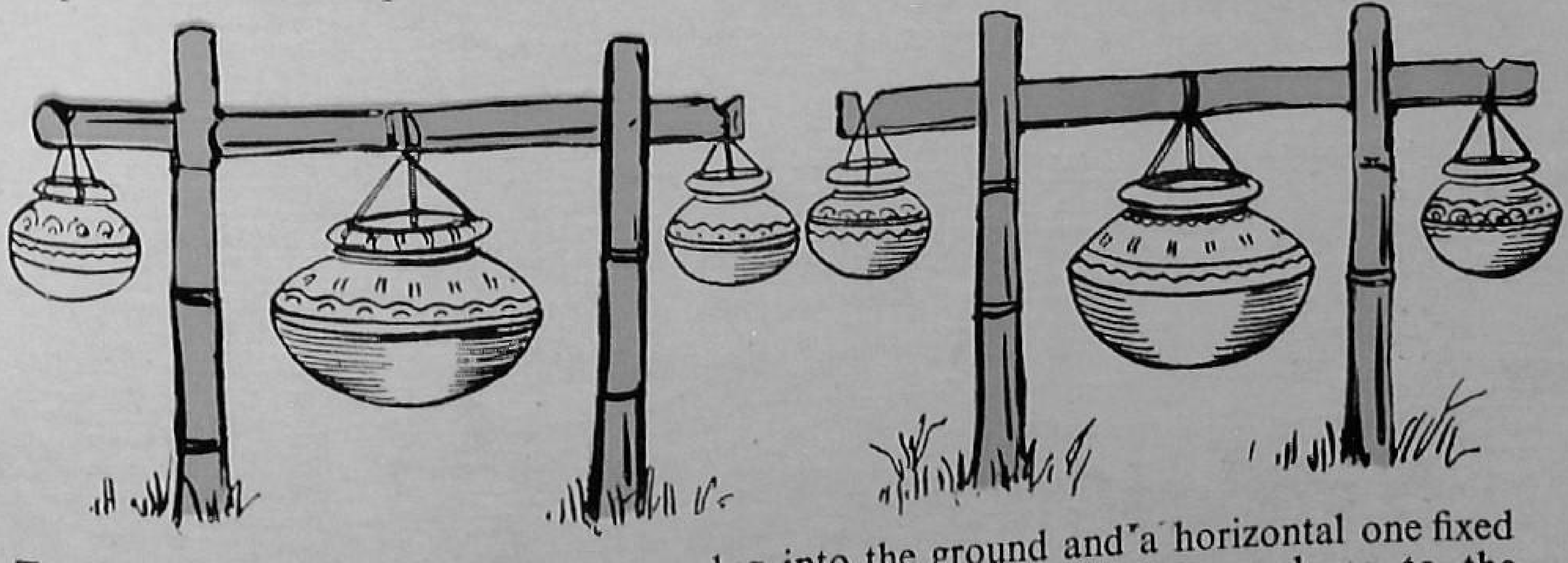
Wooden frame can be made as shown in the diagram and a chatai cut in a semi-circular fashion and fixed on the frame to provide a back drop for the dais.



Decoration stands are made as shown by digging a bamboo fixing and another in a horizontal fashion. To the horizontal bamboo two painted earthern pitchers are fixed and in the centre a 'mudah' or 'chhag' is attached. These stands are arranged all along the visitors route or on the boundary line of the pandal or exhibition area.

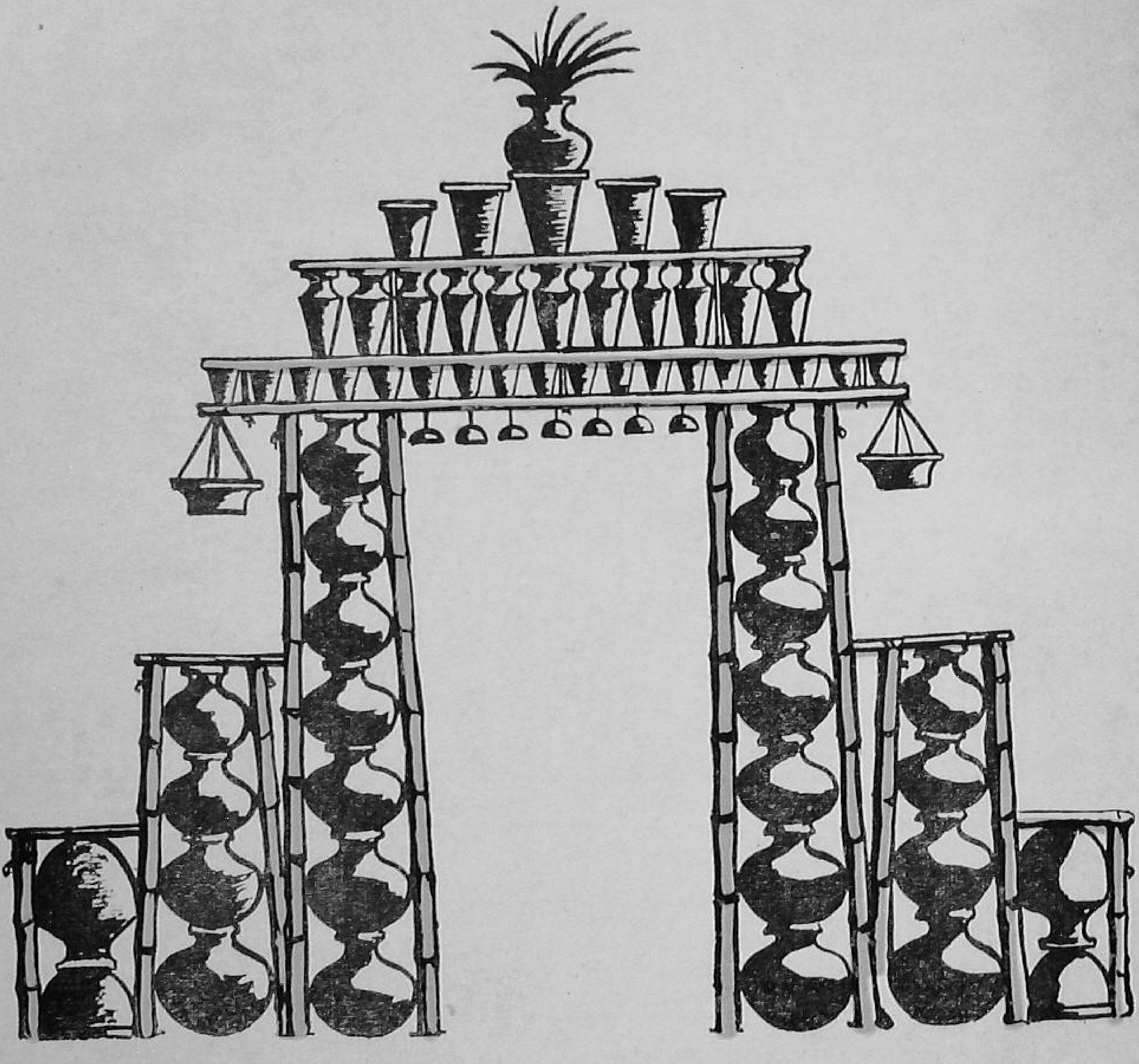


Three bamboos are arranged and tied at a point as shown in the diagram. A painted earthern pitcher is placed on the above while three are hung with a rope as shown. Foliage or flowers are placed in the open mouth pitchers. Such stands could be placed at various points in an Exhibition Hall or ground.



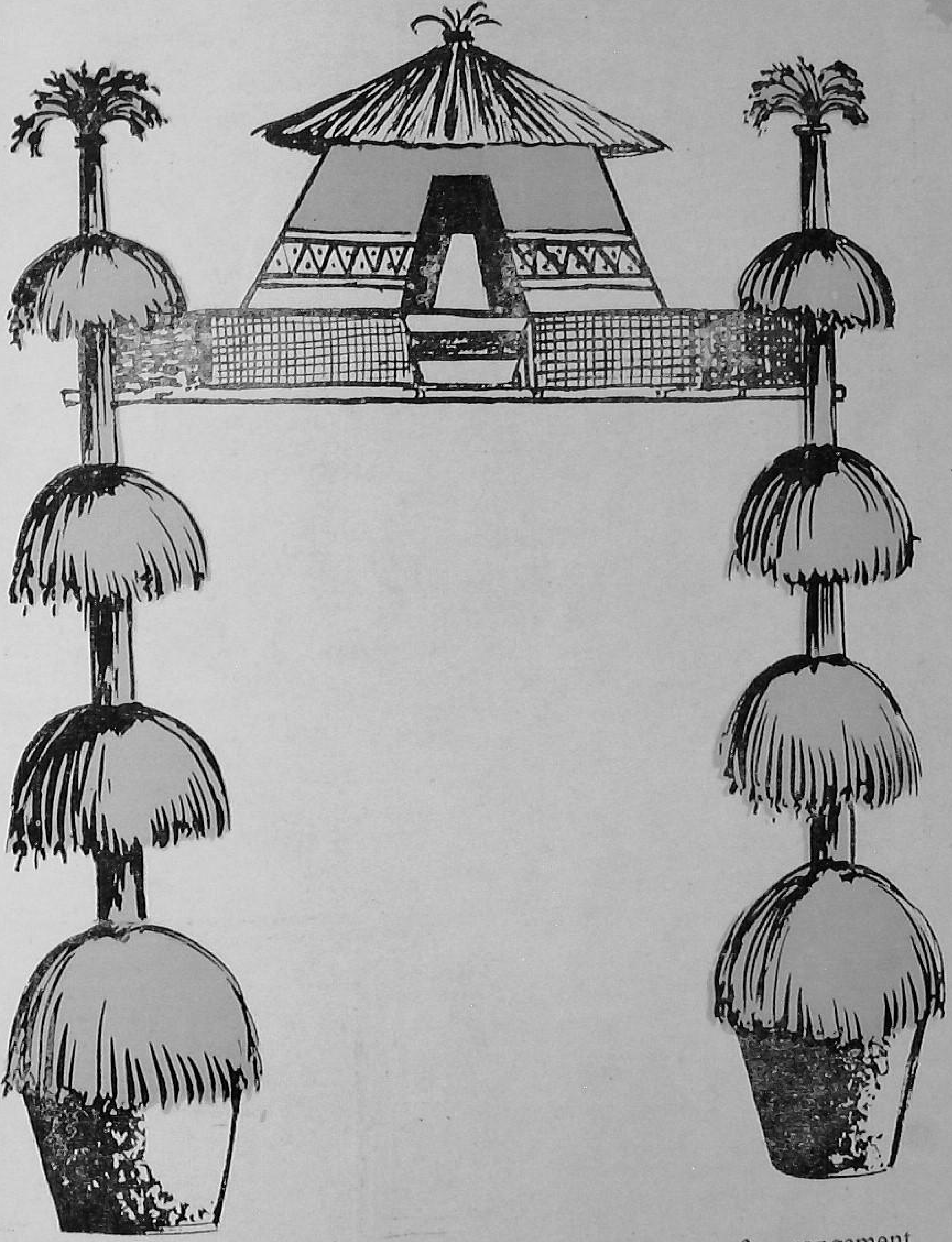
Two bamboos or small Bali's are dug into the ground and a horizontal one fixed with rope as shown in the diagram. Decorated earthern pitchers are hung to the horizontal bamboo. A row of such stands is arranged along the route.

Gates

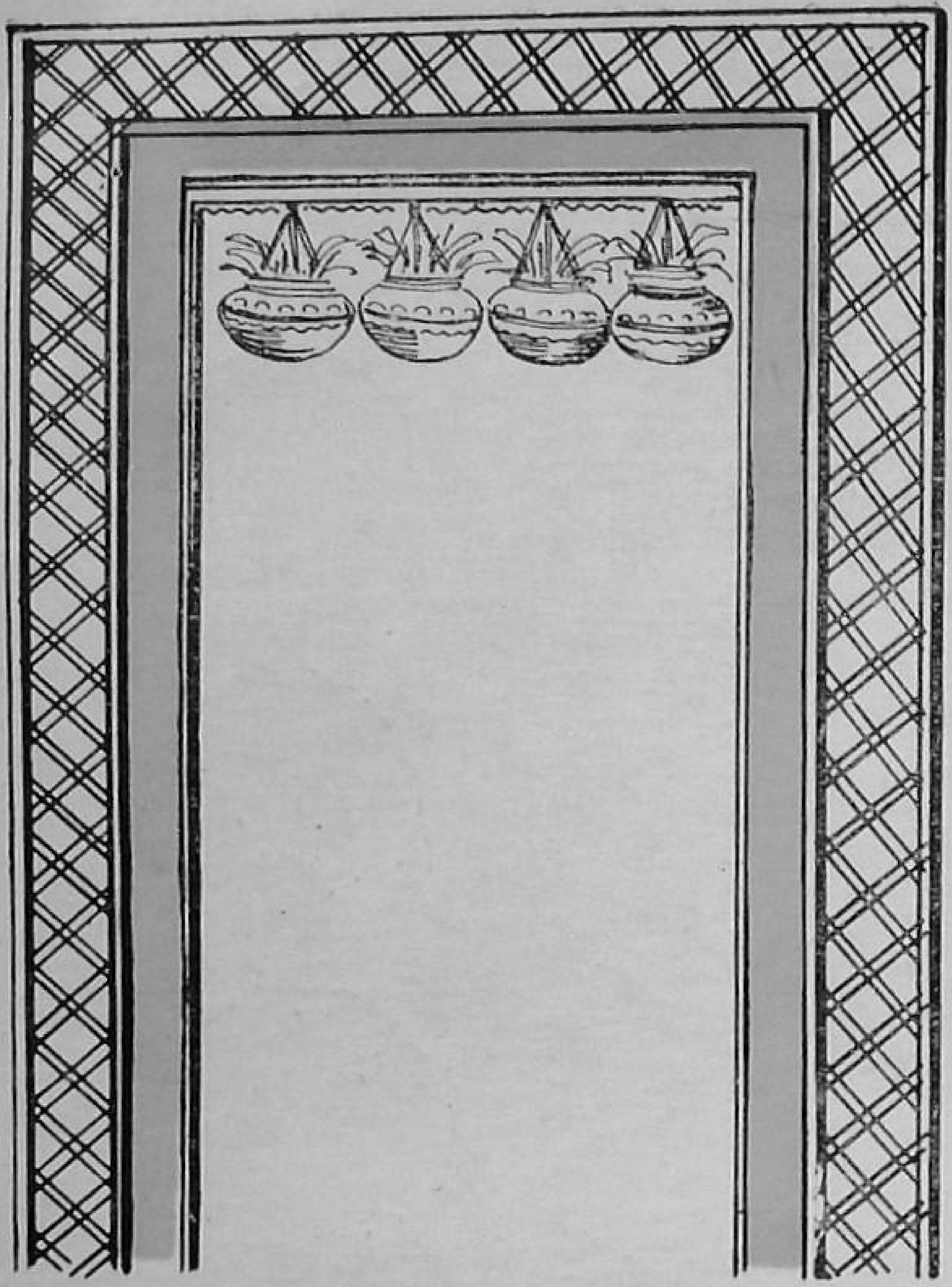


A gate is an essential part of exhibition's village fair, or mela. It must be attractive simple and dignified. People should be drawn towards it.

To prepare a gate with the village potteries, this picture will give an artistic idea. Arrangements can be made according to decorator's own choice. Bamboos, different types of earthern pitchers or pots nails or ropes are required. Wooden *balli* and planks can be used, if available, in place of bamboo.

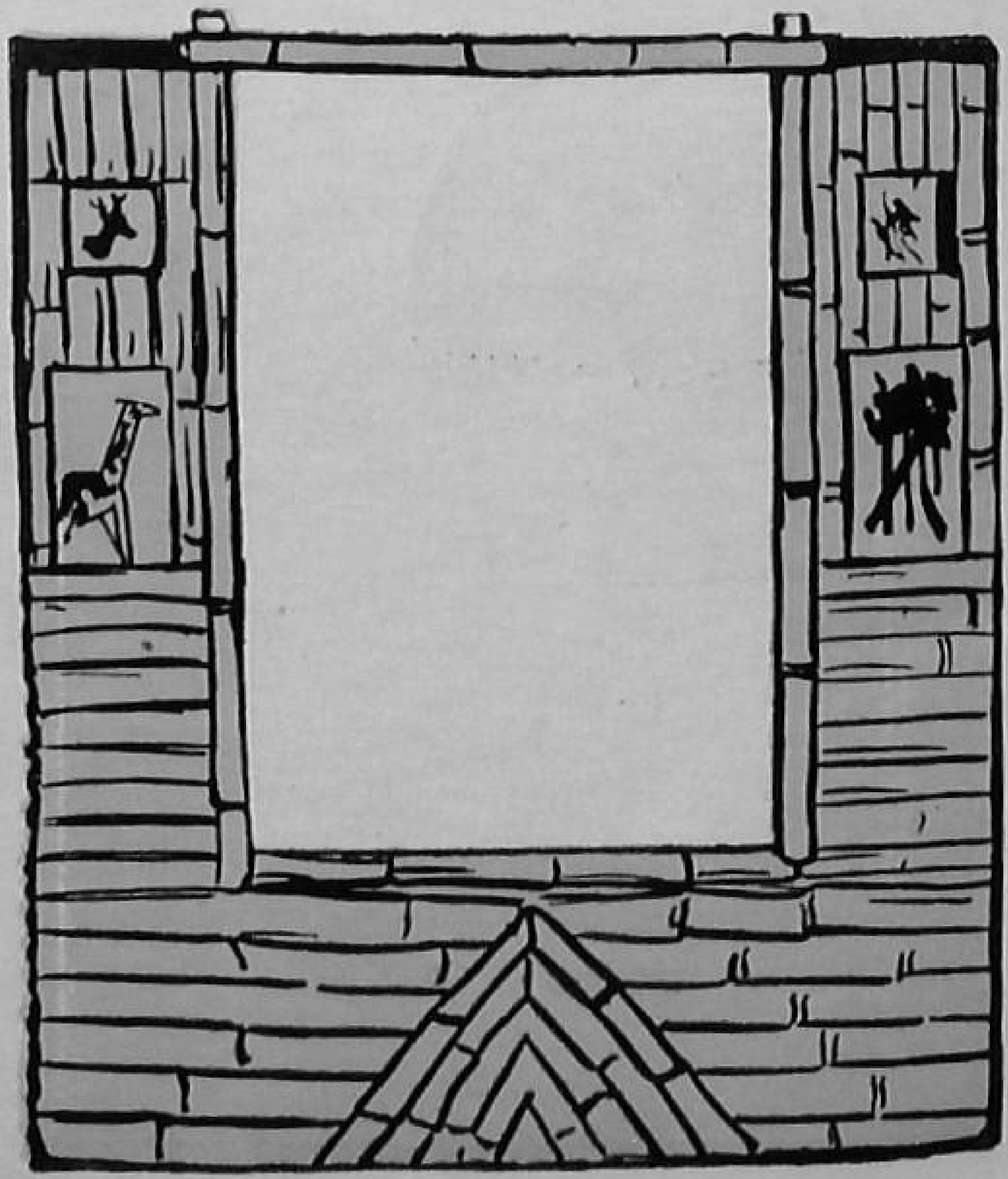


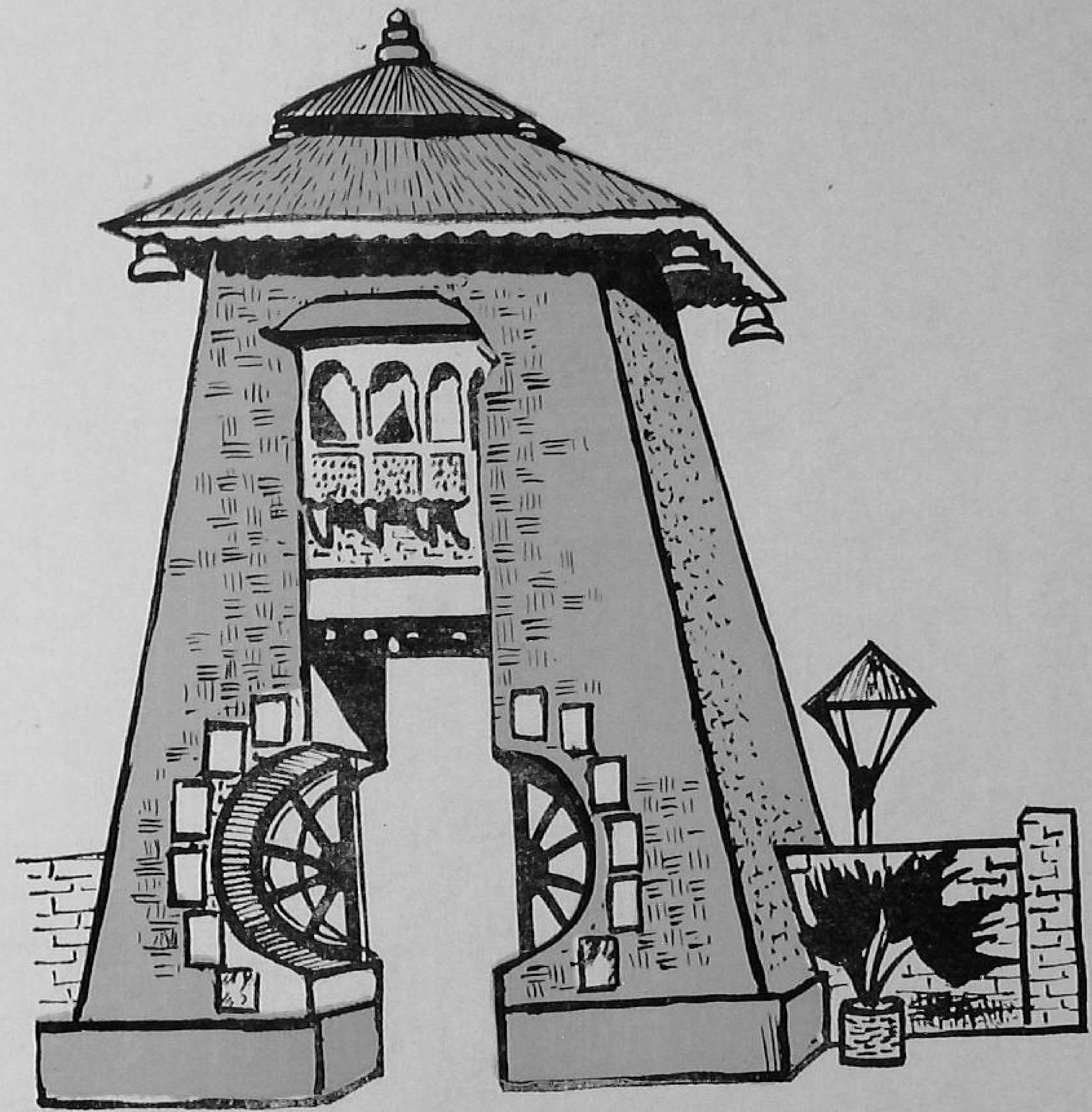
For displaying paddy or to erect a gate, this sort of arrangement can be done. Bamboo or wooden *balli*, bamboo or any other type of mat, paddy with straw, and ropes are required. Baskets can be employed as shown. Bamboos or wooden poles can be played in the proper holes at their positions and paddy can be tied up around them.



To give an attractive look to a gate in a hall or pavilion, crosswise bamboo strips are nailed to logs to wood and on the inside of the frame flower pots are hung at the top.

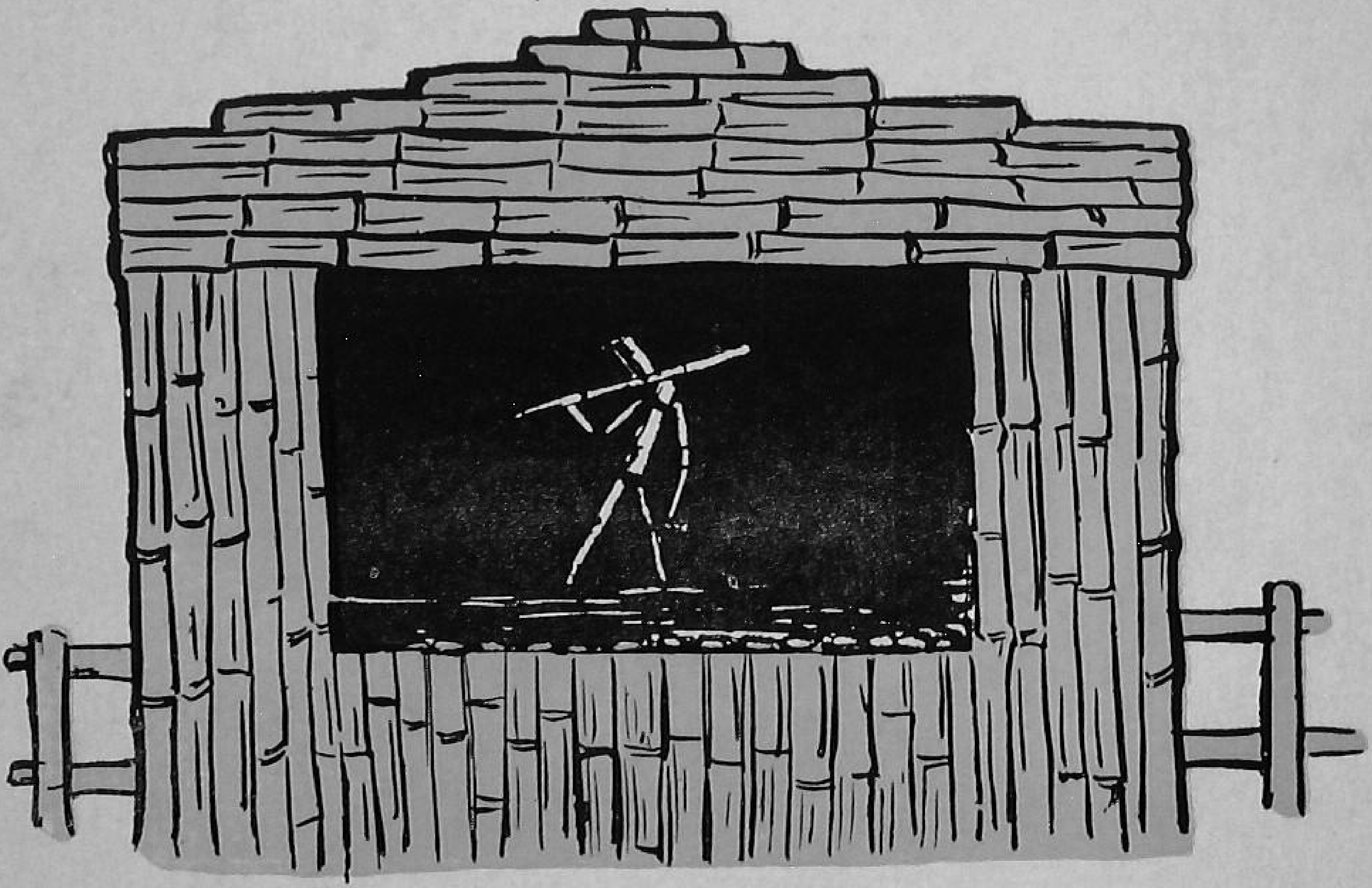
Display boards can be prepared with bamboos as shown. In the inside space a picture or visual matter is exhibited.



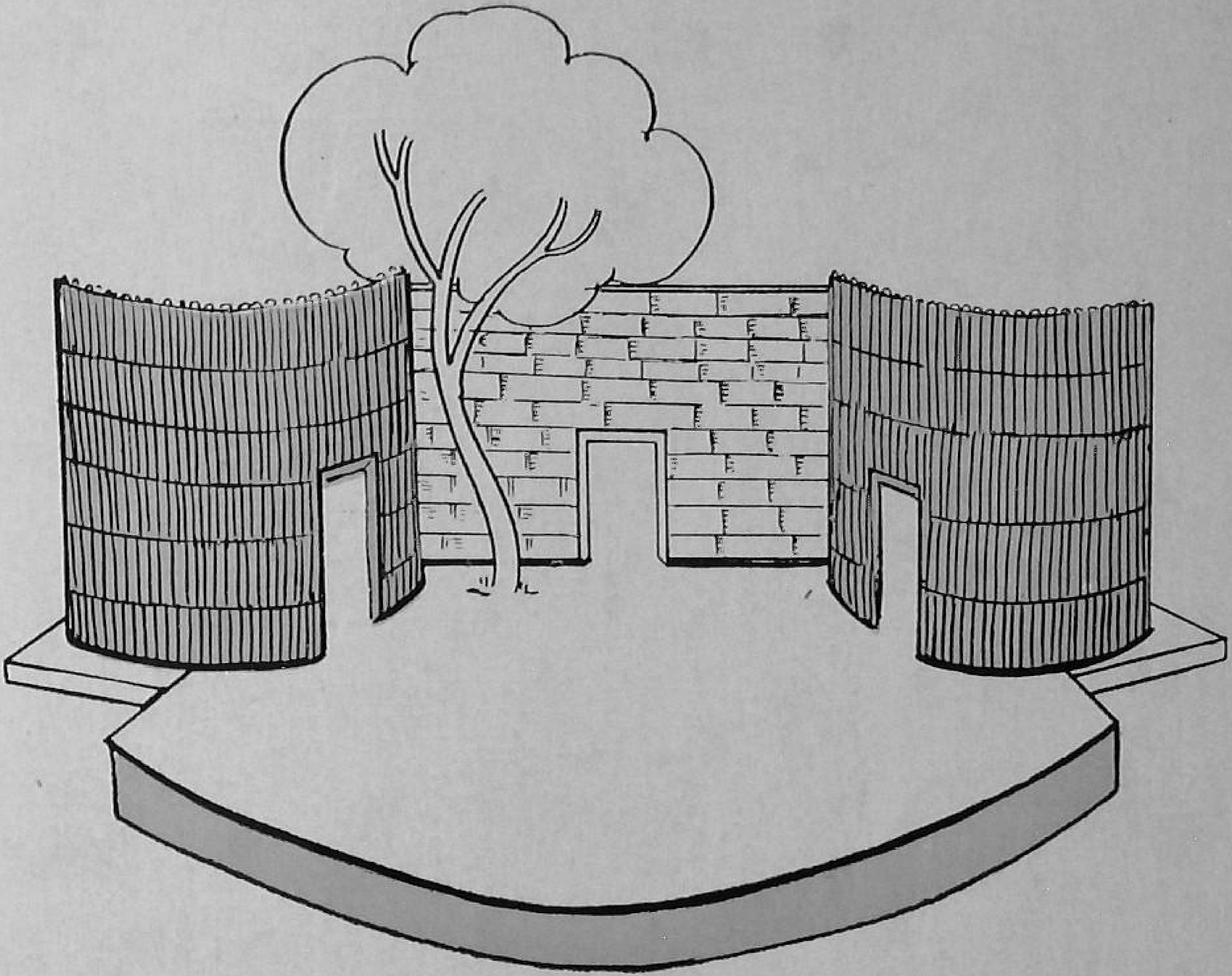


A gate can be erected with any type of mat or *chatai*, bamboos, straw, baskets, earthern pots, planks, etc. Flower tubs, if available, will add to the beauty. Different types of gate simple and elaborate can be prepared with these materials. Any one while entrusted in this work has to think over how the best result with the minimum materials can be achieved.

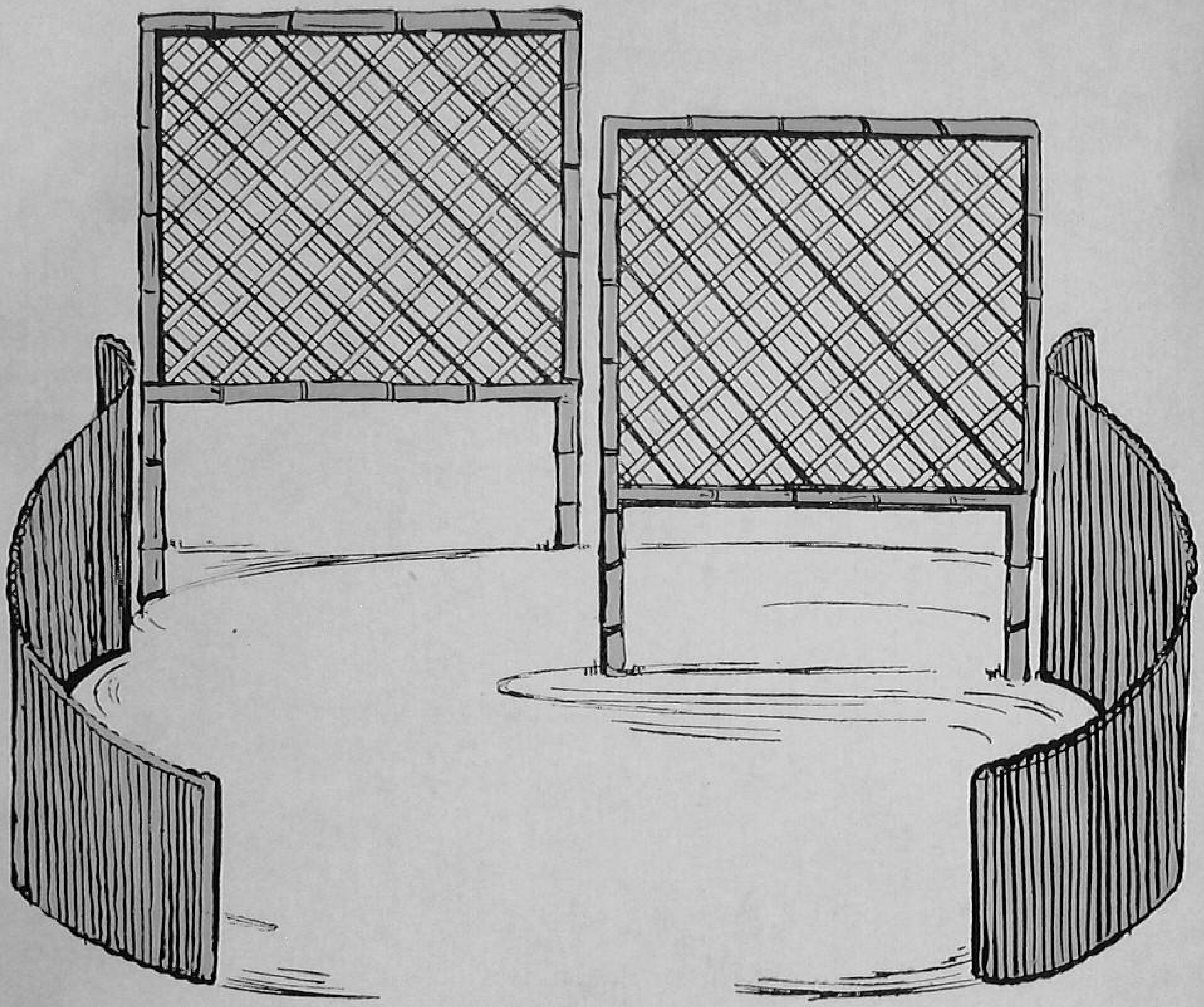
Designs for Rural Stage



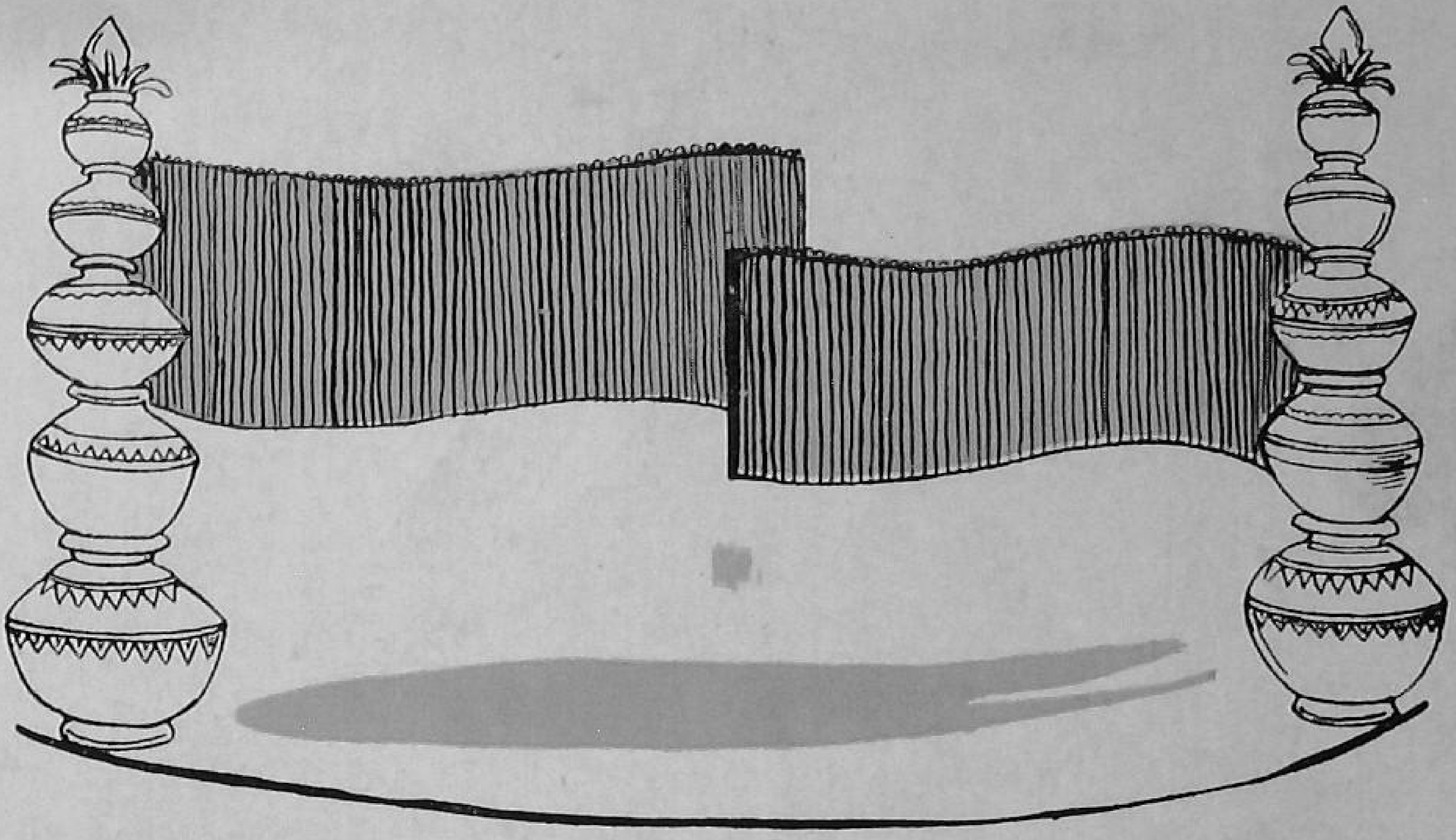
The front of a rural stage can be covered up with pieces of bamboos Bamboo mat or any other type of mat or *chatai* can be used as background and even front also. Covering the mat or *chatai* with cow-dung paste, colour can be used to get the desired effect.



This stage is designed in such a way that two semi circular backdrops of *kanas* or bamboos are provided on the two sides and is simple brick structure about 8 ft. high is erected on the back. If possible a tree or foliage is kept on the stage. Openings are provided in each portion of the back-drop for inlets and exists of actors. The back of the circular wings provide facilities for green room of the actors.

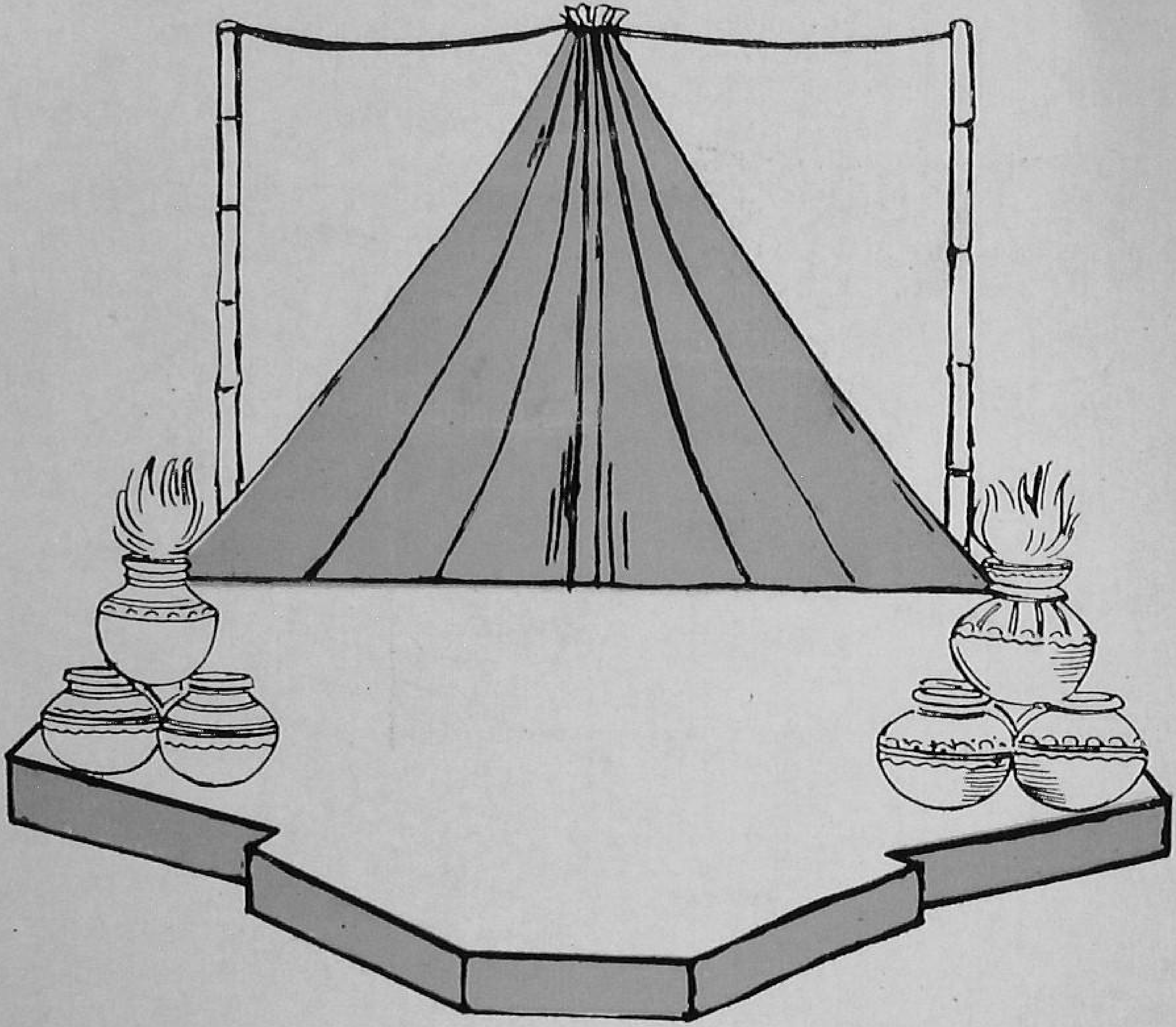


Two split bamboo partitions are placed at the back of the stage, one a little removed from the other. The space in between them provide an opening for the actors to come to the stage. Sirki of 'kanas' is placed from the opening of the stage to the bamboo back drops, thus providing wings to the stage.

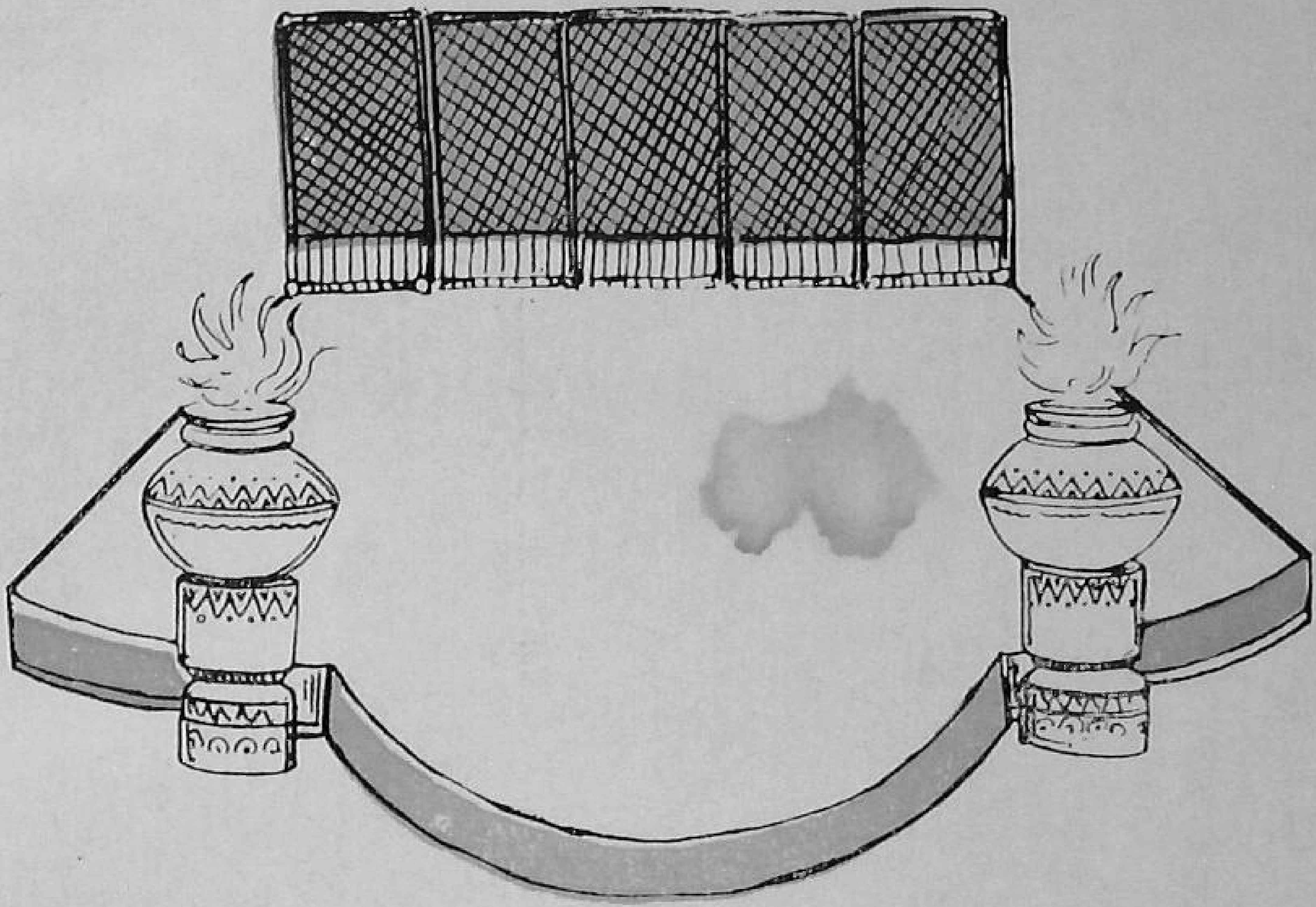


Stage decorations should be simple, effective and functional.

On the two sides of the open platform decorated gharas' are placed as shown. The back drop is a simple 'sirki' made out of 'kanas' such decorations are inexpensive which the local people can do themselves and can be dismantled easily.



This simple stage is angular in the front. Decorated 'gharas' on two sides of the opening provide a pleasing effect. On the back is a cloth tied on the top with a string joining the two poles.



To provide proper stage lights in rural areas is a difficult task. However, indigenous lights can be prepared by the workers themselves. On the two sides 'gharas' are placed on a raised platform in which a mixture of kerosene oil and mustard oil (or any other cooking oil) is placed. Scrap yarn or used cloth is then placed on it and lighted. Though this light gives smoke but still provides sufficient glow for the spectators to see the actors on the stage.

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